PLAYMETER Magazine

VOLUME 23, No. 6 FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY MAY 1997

ATARI GAMES

25 Years and Still Smokin'

Manual Equipment Catalog

SEGA SUPER GT

Indianapolis Arcade
A Deluxe averaged $138 per day over 16 days.

Midwest Game Room
2 Twins averaged $154 per day each in 10 days on test.

No. CA Arcade
A Deluxe Single Player earned $1,286 in 6½ days and ranked #1.

East Coast Arcade
1 Twin Earned $965 in a week and ranked #1.

No. CA Arcade/ Mini-Golf
1 Twin earned $1,018 in a week and ranked #1.

No. CA Arcade
1 Twin earned $1,396 in a week and ranked #1.

Canadian Arcade
A Deluxe Single Player earned $1,921 in one week!

Atlanta Arcade
1 twin earned $806.25 in 5 days and ranked #1.

Canadian Arcade
2 Deluxe Single Players earned:

	Unit 1	Unit 2
Week #1	$1,297	$1,332
Week #2	$1,581	$1,675

Seattle Arcade
1 Deluxe Single Player earned:
Week 1 $ 874
Week 2 $1,002
Ranked #1 each week

So. Cal Arcade/Mini Golf
1 Deluxe Single Player earned:

Week #1	$1,896
Week #2	$1,030
Week #3	$1,086
Week #4	$1,042
2nd unit	$1,013
Week #5	$1,073
2nd unit	$1,071
Week #6	$1,122
2nd unit	$1,025

Western Arcade
Over 2½ days, 4 Twins earned:

Unit 1	$490
Unit 2	$472
Unit 3	$451
Unit 4	$452

EasT Coast Arcade
1 Deluxe Single Player earned:

Week #1	$1,084
Week #2	$1,484
Week #3	$1,035
Week #4	$1,064
Week #5	$1,143
Week #6	$1,071

Ranked #1 every week!

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News BULLETIN

Colorado authorities target game manufacturers as part of gambling probe

As a result of an investigation by the Colorado Bureau of Investigation, two Tennessee-based game manufacturers, Micro Mfg. and Games of Tennessee have pleaded guilty to charges of distributing illegal gambling equipment and agreed to pay a collective fine of $50,000. Investigators told the "Rocky Mountain News" that half of the alleged gray market games in the state came from those two firms.

However, Micro attorney Daniel Sears said the company agreed to plead guilty to the misdemeanor charge because it made "economic sense," the paper reported. "We felt we had a good legal challenge to the state's view that these machines weren't amusement devices," Sears told the paper. "I don't care if you call them gray or anything else. It's a matter if they fit into the statutory definition as a contraband device...and we have some difference of opinion there."

State authorities said at the conclusion of the investigation, which did not heavily target operators, that the number of so-called illegal gray area machines had now fallen from between 1,500 to 2,500 to 200 or 300. However, the investigation was not without its critics. James Kreutz, an attorney representing one operator charged, said the operation was ill-conceived and poorly executed, according to the "Rocky Mountain News." "I can't believe the thousands of dollars they wasted on this monkey business," he reportedly said.

Texas redemption debate continues

The Texas House of Representatives' Justice Subcommittee has offered a revised version of a controversial bill that would repeal the safe-harbor exception from criminal gambling provisions for amusement games as long as prize values are limited. (For a thorough look at the issue, turn to "The Legal Eagle," p. 51). While a more detrimental bill proposed in the state Senate has not yet been scheduled for a hearing, some of its provisions have been incorporated into the amended house bill. The Senate bill requires substantial skill involvement in game play and prohibits video games as amusement redemption. While the amended House bill would keep in place the prize limitations, it defines as a criminal gambling device machines with among other things accounting and percentaging features.

Play Meter columnist Tom Fricke has been essential in spearheading nationwide efforts to rally against the bill by notifying IAFEC members in Texas, securing an IAFEC resolution against the bill, and sending out advanced copies of this month's "Legal Eagle" column in Play Meter. Fricke told Play Meter the revised bill has the potential to divide industry members in Texas by appeasing some operators not ostensibly concerned about the definitions of a gambling device in a bill that retains the safe-harbor exception.

AMOA seeks help in opposing cigarette vending restrictions

AMOA's tobacco vending committee is asking owners/operators of cigarette vending equipment—whether an AMOA member or not—to contribute one dollar for every machine they operate to help defray costs in battling upcoming Food & Drug Administration regulations affecting the location and sale of cigarettes through vending machines to minors. This was one of several initiatives in a call-to-action letter recently mailed to all members with cigarette vending equipment by committee chairman Terry Davis. AMOA is arguing that the ban on vending machines in non-age-restricted locations is unfair when the vending machine has a lockout device that requires adult intervention before a sale could ever be made to a minor. Additionally, according to government figures, only about two percent of cigarette sales to minors are made through vending machines.

Contributions can be mailed, along with the donor's name and their Congressional representatives' names, to : AMOA Tobacco Vending Committee, 401. N. Michigan Ave., Chicago, IL 60611-4267.

Kiddie's to handle its own marketing

Puerto Rico-based Kiddie's Manufacturing, which had previously sold its line of licensed and non-licensed kiddie rides through Just Kiddie Rides, will now be handling its own sales and marketing. The company also plans to bring on an as-yet-unnamed executive with close to 20 years experience in the coin-op industry to handles these efforts and seek out new brands and technologies.

"Already we have strengthened our position, improved our management, addressed quality issues, and initiated a major restructuring," said Kiddie's president and CEO Eric Torres. "We have continued to obtain new licenses. The *SpideRider* featuring Spiderman will be ready for distribution as of May 1. To follow, we have *The Incredible Hulk* and *The X-Men,* both rides to be made available by the third quarter of 1997. Kiddie's is going back to the fundamentals, Kiddie's is prefocusing, and Kiddie's is 100 percent committed to building quality products. We have already realized the results of our efforts and this will become even more evident as we enhance our position as one of the true leaders of the industry."

Ward joins NSM

Dr. Thomas Kuhl, managing director of NSM Aktiengesellschaft and president of NSM America, announced the appointment of William J. Ward Jr., formerly of Arachnid, as NSM America's new executive vice president. Ward replaces John Margold, who has left the company to pursue other opportunities.

Ultrazone announces tournament dates

The second annual Ultrazone National Laser Game Tournament will be held at the Ultrazone corporate game site in Las Vegas, July 14-18. Over 300 of the world's best laser game players and their fans are expected to participate in the week-long event. Last year's tournament attracted players from all over the United States, as well as Canada, Europe, South America, China, and Australia.

Several preliminary competitions to determine official teams have been held at regional locations for Ultrazone sites around the country. In addition, all laser tag players are invited to com-

News BULLETIN

pete in the solo and doubles games being held prior to the official team competition. For more information, call Mark Young, (702)734-3617.

United and Ricci introduce bean bag crane

United Machine Corp. and Carmen Ricci have joined together to manufacture a new lithographed mini skill crane, *The Bean Pet,* designed to use only bean bags as prizes. According to United, Bean Bags have become a mainstay of the toy industry since their introduction by Ty Warner in 1993. The unit has an optional bill acceptor and a front console that extends eight inches and can easily be removed. Dimensions are 64" high x 31-1/4" wide x 25" deep. United and Ricci also intend to market bean bag toy prizes in mixed assortments. For more information, contact Ricci, (908)286-1120.

Mars presents modification for Happ door

Amusement games equipped with bill acceptors can increase revenue, and Mars Electronics says those revenues can be raised further by its high performance bill acceptor with stacking magazine now mounted to the most popular door format, the over and under door.

This solution will be provided by Mars Electronics Intl. though a factory authorized modification of the high performance AE 2400 for Happ Controls.

"The AE 2400 has great four-way acceptance, high reliability, low cost of ownership, and compact stacking capacity," said Mars' marketing manager Neil Young. "This innovative modification will allow our AE 2400 unit to be placed on the popular format over and under doors for the amusement and video game industry." The modification reduces one corner of the Mars AE 2400 mounting bezel to allow clearance for the door radius.

"The relationship allows us the opportunity to utilize the latest and best bill acceptor with stacking and bill sensing capabilities provided by Mars for our over and under doors," said Tom Happ, vice president of marketing for Happ Controls. Mars authorized service centers have been notified with a technical bulletin describing the change so that it will not affect the AE 2400 factory warrantee. Happ Controls will affix a Mars label to the modified product. The label provides the technical bulletin number which will avert any confusion. For more information, contact Neil Young, (800)345-8215.

Tuning on the move and on the Web

The German distributor Tuning Electronic Entertainment plans to move into its new 2,000-square-meter office building by the end of this month and has already launched the first pages of its site on the World Wide Web (http://www.tuning.com). The company, which has sold over 1,000 units in Germany alone, has also stepped up European output of JVL's *Concorde* touch screen countertop unit, reducing lead time from six to two weeks. The company, which hopes to sell 10,000 units in Europe by the end of the year, is now providing the game with a bill acceptor in some European countries.

ICE pushing international sales of Police Trainer video kit

Innovative Concepts of Entertainment, which holds the international marketing rights to P & P Marketing's *Police Trainer* video kit, has begun to make inroads into a number of new markets with the popular gun game. ICE's Ralph Coppola has signed up Francis Elguer of DISCO to handle all European markets outside the United Kingdom, where the game is being handled by Coppola's partner Gordon Crompton working in close conjunction with Deith Leisure. ICE has also signed an exclusive distribution agreement with Consolidated Machine Imports in Australia for sales in that country and pursued opportunities in such diverse areas as South America, Singapore, Malaysia, Indonesia, Hong Kong, Thailand, Philippines, and the Middle East. "We have been fortunate to have such a strong partnership with Ed Pellegrini and P & P Marketing in this project and we strongly believe that this kit has got tremendous legs to it," said Coppola. "There are still significant sales to be made in every region."

3Dfx and Quantum3D form alliance

With an eye to bringing 3Dfx Interactive's 3-D PC graphics technology to the advanced real-time 3-D market, the company has formed a strategic relationship with Quantum3D. Primary markets to be addressed include visual simulation, PC-based coin-op and LBE attractions, and digital content creation. The new Quantum3D management team will be headed by computer industry veteran Gordon Campbell, who will serve as chairman. Charles "Herb" Kuta, a Silicon Graphics founder, has joined as chief scientist, and Ross Smith, a 3Dfx founder, will serve as vice president of sales and marketing. Quantum3D will be the sole distributor of 3Dfx's Obsidian family of real-time 3-D graphics accelerator boards. "Quantum3D has the potential to dramatically impact the advanced real-time 3-D marketplace, much like 3Dfx Interactive has done for the embedded coin-op and PC industry," said Campbell. "Using 3Dfx technology, Quantum3D will deliver a PC-based visual computing solution to the simulation and out-of-home entertainment markets for typically less than one-tenth of the cost of currently prevailing workstation and proprietary image generator solutions."

Valley announces giveaway winners

Dan Lippi of Kelly's Promotions in Cincinnati, Ohio, was the winner of a *Cougar 8* electronic dart game from Valley Recreation Products as a result of a drawing. Operators registered for the drawing at the Amusement Showcase Intl. this spring by completing a few survey questions regarding Valley's new product. Sherry Vina of Vina Distributing in Salt Lake City, Utah was the winner of a new *Cougar ZD-7* pool table. Valley extended its thanks to all participants in the drawing. ▲

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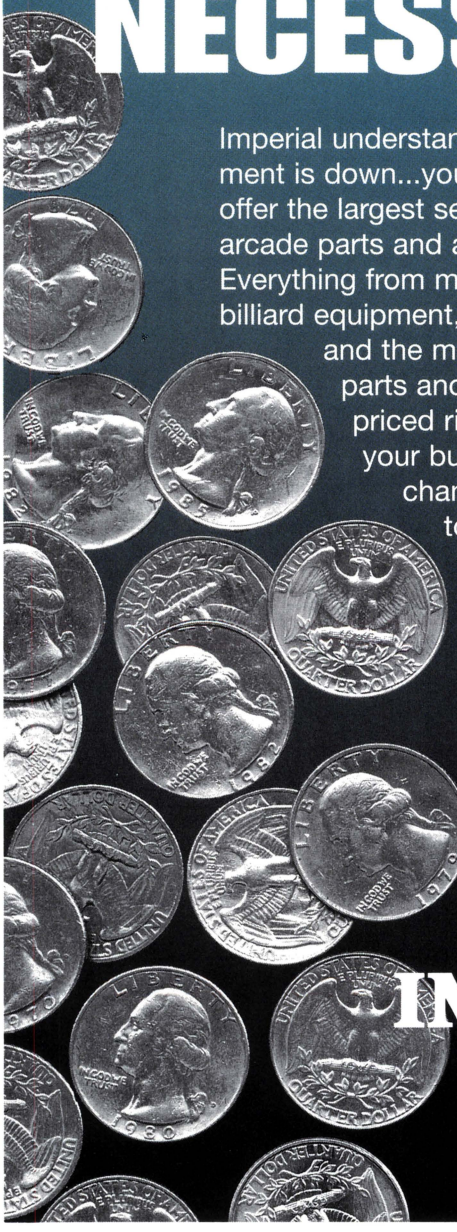

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54 **THROUGH THE LOOKING GLASS**
Still confused about Microsoft, AMOA, EDS, NANI, and the term "Public PC?" John Klayh of TVphone explains the origin, application, benefits, and impact of the new industry vision in candid terms. Sample quote: "The PC is the hottest selling consumer electronics product of all time. Attempts to ignore its influence on our industry will not only be futile, it will be the equivalent of committing business suicide."

73 **ANNUAL EQUIPMENT CATALOG**
A keeper! Put it on your desk next to our Annual Directory for two of the best reference tools in the industry. Every category of equipment is covered in detail, from videos and redemption to table games and motion simulators—87 pages of invaluable information in one handy volume. We've done all the legwork; you reap the benefits.

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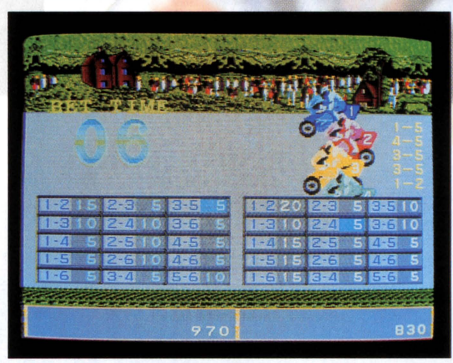
COVER

Thanks, Atari, for 25 years of entertainment. The company that gave us such hits as *Centipede, Gauntlet, Hard Drivin',* and *Area 51,* among others, is riding high with *San Francisco Rush* and *Maximum Force.* Take us to the max for 25 more years! Pictured, (l-r): Mike Taylor, Tom Keil, and Elaine Shirley.

SUPER RACE



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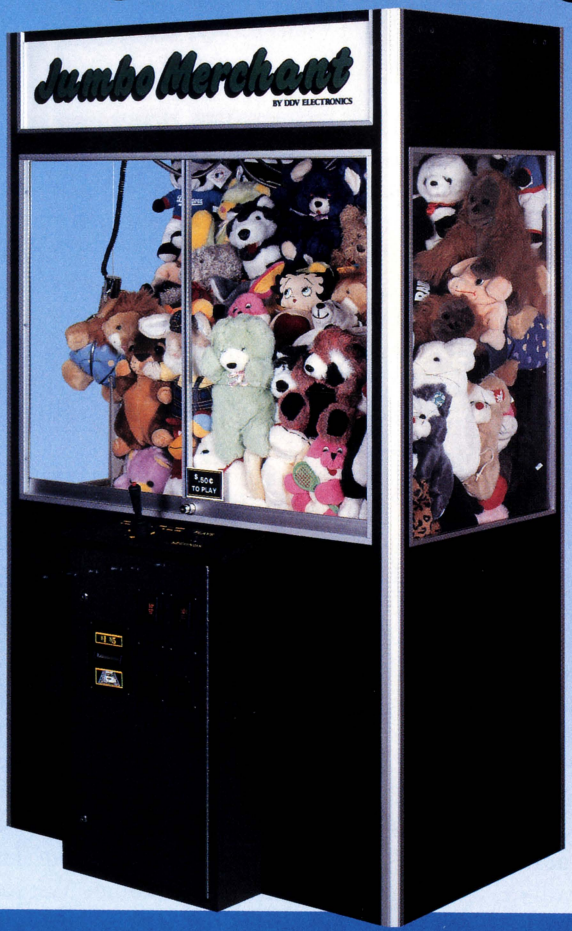

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FROM THE **EDITOR**

Did you HEAR.....?

I remember playing a game that went like this: everyone sat around in a circle, then one person whispered a little story to the person next to him, that person whispered the same story to the one sitting beside him, etc. By the time the story had gone around the circle, it was totally distorted. If it started out with a guy growing flowers in his garden, it became a guy buying flowers for a girl who was now pregnant. Well, you get the picture.

Valerie Cognevich
Editor

I am certain that this industry is sitting in a circle right now with not one but several stories being whispered around. One of them is about the trade shows. Are AMOA and AAMA discussing some sort of merger? Is AMOA planning to cancel its show altogether? Will some of the big manufacturers opt not to exhibit at AMOA after the dismal turnout last year?

Ironically, the recent ASI was an upbeat show. There was equipment to please just about anyone and if you thumb through this issue you'll see a catalog of equipment ready and waiting to settle into one of your locations. I think I was amazed when I saw the number of games, most notably redemption. Well, maybe it wasn't such a surprise considering the attention FECs and those types of locations are getting. But then if you're a street operator, you must have been pleased with the offerings for your needs.

I moderated a seminar on leagues and tournaments at ASI and was impressed with the panel as well as the ideas that came from the floor. I loved the idea from a gentleman who had a ski resort. He held tournaments on his Alpine Racer in the evenings and his earnings on that game soared! More importantly, his customers were thrilled.

Then there was the fellow who ran a triathlon on a trio of machines. To win, a player had to compete on pinball, video, and foosball or pool, video, and darts. He explained that it was a hit because not everyone is the best at everything.

This illustrated that there are opportunities to expand your business in some very creative ways. And operators are willing to share their ideas. Now maybe this is a good time to get back to those rumors I mentioned earlier.

I interviewed Amusement Services' Dale Walker, an operator for 20 years, for our March issue. He's seen good times and bad times but never let either go to his head. One thing he said really struck a nerve: "I skipped AMOA because I knew I was going to Fun Expo and IAAPA. It was the first time I'd missed it in a long time, and I wish I would have been there. I missed talking to other operators and spending time at seminars. The only reason I could see for having fewer shows is if the cost of equipment would go down. I was flabbergasted when I found out how much manufacturers spend on a trade show. Ironically, street operators are not impressed by the fluff and hype. Manufacturers could get away with less elaborate booths."

Out of the mouths of operators. OK, so maybe AMOA won't be like shows of the past when manufacturers spent fortunes on wildly lavish booths. But operators still have a chance to visit some informative seminars if AMOA devotes some quality time on them. Fun Expo, that little upstart trade show, has a solid foundation with its seminar program. They are relentless in the pursuit of topics that are timely and informative. AMOA has fallen short in this area in the past. For example, in 1993 at the height of the redemption boom, there wasn't one seminar on the topic. But kudos to Lee Wesson, Bill Stone, and other members of the education committee for their efforts the last two years.

Education is important, never discount its impact on our future. Don't be hasty in making a decision to pass on AMOA when you can spend the time to your advantage no matter what you go there for. ▲

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Equipment Poll

VIDEO KITS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Area 51 *(Atari)*	8.28	935
2.	Police Trainer *(P&P)*	7.88	46
3.	Golden Tee 3D Golf *(Incred. Tech)*	7.81	833
4.	Point Blank *(Namco)*	7.75	488
5.	Super Puzzle Fighter II *(Capcom)*	7.33	34
6.	Tekken 2 *(Namco)*	7.25	920
7.	X-Men vs. Street Fighter *(Capcom)*	6.97	242
8.	Tournament Solitaire *(Dynamo)*	6.94	482
9.	Die Hard Arcade *(Sega)*	6.86	282
10.	Raiden Fighters *(Fabtek)*	6.84	58
11.	World Class Bowling *(Incredible Tech.)*	6.73	211
12.	Metal Slug *(SNK)*	6.59	396
13.	Soul Edge II *(Namco)*	6.49	207
14.	Strikers 1945 *(Worldwide)*	6.46	126
15.	19XX *(Capcom)*	6.42	59
16.	Bust-A-Move Again *(Taito)*	6.37	460
17.	Pang 3 *(Worldwide)*	6.36	40
18.	Aero Fighters 3 *(SNK)*	6.29	65
19.	Maximum Hangtime *(Midway)*	6.15	43
20.	Raiden DX *(Fabtek)*	6.14	346
21.	Raiden II *(Fabtek)*	6.12	785
22.	Lethal Enforcers *(Konami)*	6.11	1608
23.	Tekken *(Namco)*	6.10	787
24.	Marvel Super Heroes *(Capcom)*	5.97	382
25.	Wayne Gretsky's 3D Hockey *(Atari)*	5.92	*
26.	Fighting Vipers *(Sega)*	5.87	145
27.	Bust-A-Move *(SNK)*	5.86	483
28.	Great 1000 Mile Rally 2 *(Kaneko)*	5.86	44
29.	Super Sidekicks 3 *(SNK)*	5.75	73
30.	Soul Edge *(Namco)*	5.66	270

COUNTERTOPS

1.	Megatouch IV *(Merit)*	8.34	643
2.	Megatouch Tournament *(Merit)*	8.33	268
3.	Touchmaster *(Williams)*	7.55	317
4.	Megatouch *(Merit)*	7.45	809
5.	Concorde 1 *(JVL)*	7.35	66
6.	Magical Touch *(Micro)*	7.23	476

CLASSIC VIDEOS

1.	Out Run *(Sega)*	6.72	14
2.	Pole Position *(Atari)*	6.23	*
3.	Ms. Pac-Man *(Bally/Midway)*	6.23	*
4.	Galaga *(Bally/Midway)*	5.95	*
5.	Raiden *(Fabtek)*	5.89	*
6.	Centipede *(Atari)*	5.45	*

VIDEO DEDICATED

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Time Crisis *(Namco)*	7.91	691
2.	Tourn. 3D Golf *(Incredible Tech.)*	7.83	89
3.	Gun Blade NY *(Sega)*	7.48	397
4.	Virtua Cop 2 *(Sega)*	7.34	728
5.	Virtua Fighter 3 *(Sega)*	7.13	80
6.	Solitaire Challenge *(Dynamo)*	7.07	1263
7.	Virtua Fighter 2 *(Sega)*	6.22	930
8.	Run and Gun 2 *(Konami)*	5.93	72
9.	Killer Instinct 2 *(Midway)*	5.81	305

VIDEO SIMULATORS

1.	Cruis'n World *(Midway)*	9.24	240
2.	San Francisco Rush *(Atari)*	8.93	177
3.	Alpine Racer 2 *(Namco)*	8.68	115
4.	Daytona USA *(Sega)*	8.55	1890
5.	Cruis'n USA *(Midway)*	8.35	1743
6.	Wave Runner *(Sega)*	8.18	107
7.	Alpine Surfer *(Namco)*	8.00	200
8.	Alpine Racer *(Namco)*	7.91	907
9.	Sega Rally *(Sega)*	7.64	700
10.	Cyber Cycles *(Namco)*	7.29	791
11.	OutRunners *(Sega)*	7.21	1718
12.	Manx TT *(Sega)*	7.04	459
13.	Suzuka 8 Hours 2 *(Namco)*	6.92	1444
14.	Indy 500 Twin *(Sega)*	6.67	449
15.	COPS *(Atari)*	6.56	610
16.	Ridge Racer 2 *(Namco)*	6.20	468
17.	Prop Cycle *(Namco)*	6.12	140
18.	Home Run Derby *(ICE)*	5.90	67
19.	Lucky & Wild *(Namco)*	5.88	1346

PINBALLS

1.	Junk Yard *(Williams)*	8.17	96
2.	Scared Stiff *(Bally)*	8.11	303
3.	Attack From Mars *(Bally)*	7.81	656
4.	Arabian Nights *(Williams)*	7.49	364
5.	The Addams Family *(Bally)*	7.35	3159
6.	Star Wars Trilogy *(Sega)*	7.26	31
7.	Theatre of Magic *(Bally)*	7.24	1059
8.	Independence Day *(Sega)*	7.19	227
9.	Star Trek: TNG *(Williams)*	7.03	1627
10.	Space Jam *(Sega)*	6.77	94
11.	Apollo 13 *(Sega)*	6.70	376
12.	Twister *(Sega)*	6.68	273
13.	Pinball Magic *(Capcom)*	6.44	195
14.	Road Show *(Williams)*	6.42	722
15.	World Cup Soccer *(Bally)*	6.39	1029

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Equipment Poll

REDEMPTION

	GAME	POINT VALUE	LONGEVITY POINTS
	ALLEY BOWLERS		
1.	Smartball *(Smart)*	7.36	174
2.	Skee-Ball Too! *(Skee-Ball)*	7.20	157
3.	Skee-Ball Lightning *(Skee-Ball)*	7.12	659
4.	Skee-Ball *(Skee-Ball)*	7.05	487
5.	Bug Bash *(Bay Tek)*	6.67	399
	SPORTS GAMES		
1.	Super Shot *(Skee-Ball)*	7.46	400
2.	Hoop It Up *(Atari)*	7.11	676
3.	Arm Champs *(Jaleco)*	7.00	132
4.	Full Court Frenzy *(ICE)*	6.79	258
5.	Shoot to Win *(Smart)*	6.48	384
6.	Full Court Fever *(ICE)*	6.48	473
7.	Rage in the Cage *(Fun Merchants)*	6.38	220
8.	Hoop Shot *(ICE)*	5.63	97
9.	UB-QB Football *(Skee-Ball)*	5.62	112
10.	Championship Basketball *(Grayhound)*	5.57	68
11.	Slugfest *(Williams)*	5.50	5
12.	Putting Challenge II *(G.L. Tech.)*	5.38	51
	SINGLE COIN PUSHERS		
1.	Jungle Jive *(Coastal)*	7.60	879
	SINGLE CRANES		
1.	Rainbow *(Rainbow)*	8.47	471
2.	Snack Attacker/Challenger *(AGE)*	8.33	433
3.	Key Catcher *(Am. Sammy)*	8.11	90
4.	Clean Sweep *(Smart)*	7.70	617
5.	Jumbo Crane *(Grayhound)*	7.47	489
6.	Action Claw *(Fun Merchants)*	7.14	446
7.	Big Choice *(Fun Merchants)*	7.02	411
8.	Candy Crane *(Smart)*	6.92	368
9.	Pit Stop *(Smart)*	6.75	76
10.	Classic Watch Crane *(Smart)*	6.50	433
11.	Skill Crane *(Grayhound)*	6.30	280
12.	Hollywood Crane *(Maxwell)*	5.78	74
	CHILD-SIZE GAMES		
1.	Shoot To Win! Jr. *(Smart)*	6.72	480
2.	Toss Em *(UETD)*	6.50	154
3.	1/2 Pint Frenzy *(ICE)*	6.33	391
4.	Smart Toss Em *(Smart)*	6.30	399
5.	Feed Big Bertha *(Smart)*	6.28	267
6.	Godzilla Wars Jr. *(Namco)*	6.17	96
7.	Kiddie Whac-A-Mole *(Bob's Space)*	6.00	36
8.	Jr. All American *(UETD)*	5.86	42
9.	Skee-Toss B.C. *(Skee-Ball)*	5.64	3
10.	Hightops *(Skee-Ball)*	5.29	53
	ROLL DOWNS		
1.	Spin To Win *(Lazer-Tron)*	7.00	552
2.	Roll Down *(Bay Tek)*	6.57	50
3.	Clown Roll Down *(Bay Tek)*	6.00	153
4.	Tic-Tac-Toe *(Skee-Ball)*	6.00	38

REDEMPTION

	GAME	POINT VALUE	LONGEVITY POINTS
5.	Quackers *(Seidel)*	5.86	52
6.	Jungle Rama *(Lazer-Tron)*	5.71	196
	NOVELTY		
1.	Cyclone *(ICE)*	9.07	985
2.	Treasure Falls *(Planet Earth)*	8.56	338
3.	Cyclone Jr. *(ICE)*	8.50	410
4.	Dinoscore *(Planet Earth)*	8.20	835
5.	Colorama *(Bromley)*	7.57	643
6.	Solar Spin *(Lazer-Tron)*	7.33	174
7.	Steer Crazy *(Fun Industries)*	7.00	38
8.	Pop-A-Slot *(Coastal)*	6.50	250
9.	Bouncing Bandits *(CCI)*	6.33	102
10.	Flip N Win *(Planet Earth)*	6.27	260
11.	Pop-A-Ball *(Coastal)*	5.96	73
12.	Hop-A-Tic-Tac-Toe *(Data East)*	5.77	30
13.	Pop-A-Tac-Toe *(Coastal)*	5.67	46
14.	Simple Simon *(Am. Sammy)*	5.64	77
15.	Buddy Bear *(Smart)*	5.57	161
16.	Dump the Ump *(ICE)*	5.50	78
17.	Magic Mr. X *(Am. Sammy)*	5.43	37
18.	Cosmo Gang *(Data East)*	5.30	2
	COIN DROP GAMES		
1.	Big Haul *(Benchmark)*	9.27	291
2.	Wheel 'M In *(Bromley)*	7.75	781
3.	Goin' Rollin' *(Seidel)*	7.67	527
4.	Wheel of Fortune *(Fun House)*	7.50	258
5.	Smokin' Token *(Seidel)*	7.47	787
6.	Cut the Cheese *(Sega)*	7.45	404
7.	Roll For Gold *(Benchmark)*	7.22	291
8.	Pirate's Gold *(Lazer-Tron)*	6.83	190
9.	Addams Family Values *(Midway)*	6.71	224
10.	The Mask *(Data East)*	6.63	570
11.	Coin Circus *(Am. Sammy)*	6.53	200
12.	Rock-N-Bowl *(Bromley)*	6.53	320
13.	Aftershock *(Lazer-Tron)*	6.21	449
14.	Super Bank It *(Lazer-Tron)*	6.10	40
	GUN GAMES		
1.	Big Mouth *(Meltec)*	6.59	79
2.	Knock-Down *(Meltec)*	6.53	85
3.	Miner's Revenge *(Lazer-Tron)*	6.29	86
4.	Boom Ball *(Meltec)*	5.50	*
	BOPPING/STOMPING GAMES		
1.	Spider Stompin *(Island)*	8.47	639
2.	Whac-A-Mole *(Bob's Space)*	6.92	75
3.	Wacky Gator *(Data East)*	6.61	237
4.	Swamp Stomp *(Lazer-Tron)*	6.57	439
5.	Circus Hi-Rise *(Skee-Ball)*	6.38	115
6.	Cracky Crab *(Namco)*	6.33	82
7.	Ribbit Racin *(Lazer-Tron)*	6.17	591

Results are based on monthly Equipment Poll ballot returns. Point Value = average of ballot ratings on a scale of 1-10; Longevity Points = standings on Best 60 combined game lists (#1 game receives 60 points, #2 game receives 59 points, etc.) *Indicates new or reappearing games.

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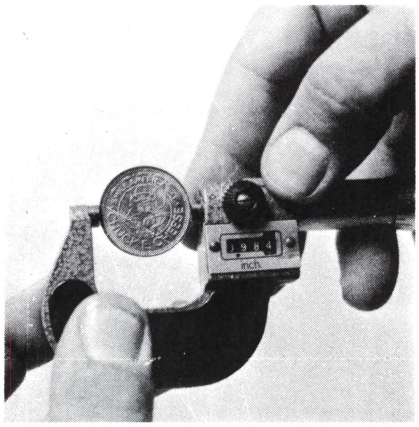

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UP FRONT

Do AMOA and AAMA have a date with DESTINY?

Soon there will be no choice, it will be merge or die for the AMOA Intl. Expo and the Amusement Showcase Intl. While it is true that ASI was a small but upbeat show, an improvement on ACME '96, a crowded fall calendar of three major trade events within three to four weeks of each other does not bode well for the AMOA Expo. Exhibitors are re-evaluating their domestic show plans.

It is not unusual for major exhibiting companies to spend funds in the six digits to secure booth space, ship heavy games and booth adornments, plus cover the travel, food, and housing expenses of staff needed for set-up, show hours, and break-down time. Throw in the cost of those giveaway items such as T-shirts that we all clamor for. Even Microsoft has followed the freebie tradition with its cool sunglasses. Then take a wild guess what it costs to host a first-class hospitality suite. Imagine taking both your immediate and extended families and some neighbors to a major theme park for an entire week and covering all their expenses including souvenirs. Trade show space reservations are economic decisions.

Attendance has been down at some shows while decidedly up at others. Competition is fierce. Look back to the recent past, five to eight years ago, before the IAAPA show drew coin-op giants in anything but a smattering of participation at the AAMA booth. That show has a 78-year history and delivers a list of international attendees unparalleled at other trade events. Many manufacturers admit that business would be shaky if it were not for their international customers. One coin-op redemption company president said IAAPA was his favorite show because he could see all his customers at one time.

Last fall rumors were rampant that AMOA Expo and ASI would combine resources. Conversations along these lines were confirmed. However, both shows are guided by associations whose priorities seem diametrically opposed. Could egos and political agendas be set aside? Could recent changes proposed by AMOA's executive committee to allow manufacturer members on the board of directors be a step in that direction?

One AMOA board member told me that he was sad in his heart at the thought of manufacturers being on the board. "It could be a good thing," he said, "but it has to be limited. We're just an operators' association. Because we're show-driven we have to have the manufacturing community involved; they support the show."

It's hard to stand out when you are wedged in between the Fun Expo and IAAPA. Once upon a time Fun Expo would have worked with AMOA but AMOA was not interested. Now the Fun Expo has found its niche market and is leading off the fall calendar of shows. Surveys of Fun Expo attendees indicate a preference for fall show dates, so that now-established show is not likely to change its season.

Bigger and better distributor open houses are not only making it easier to pass on major trade shows but also state shows, which are down to a mere handful. Coin-op highways are strewn with the casualties of growing competition.

Another drain on both associations is administrative overhead. A merger could cut those expenses considerably. Since ASI is the lone spring show it seems that the two associations could focus all their energies on making it a must-go event.

As the line in an old song goes, "Something's got to give." ▲

Bonnie Theard
Managing Editor

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FROM LEFT FIELD

A productive day at the golf course

I got my first sunburn of the year last month spending a day out in the elements watching the final round of the Freeport-McDermott Classic golf tournament, the PGA Tour's local stop here in New Orleans at English Turn.

I also got a refresher in the history of professional golf from my father, who traveled the fledging tour during the 1940s and 1950s with my grandfather Buck White, a three-time winner on the tour during his more than 20-year career as a pro golfer.

As we marveled at the players' technical prowess (both agreeing that recent Tournament Player's winner Steve Elkington has the closest thing to an ideal golf swing found among mortal men), my father groused about what he called a lack of character or individuality among players.

Dad remembers the days when the professional tour was more akin to a traveling vaudeville show with a cast of colorful and talented characters, a more roughshod backdrop of public golf courses, and much smaller crowds and prize purses. To him, these symbolized a more authentic display of the core product: entertaining and outstanding golf play.

While I'm hesitant to disagree with his first-hand analysis, I am willing to offer a different perspective, one that takes into account another aspect of the modern-day entertainment experience—its value in terms of marketing and promotion.

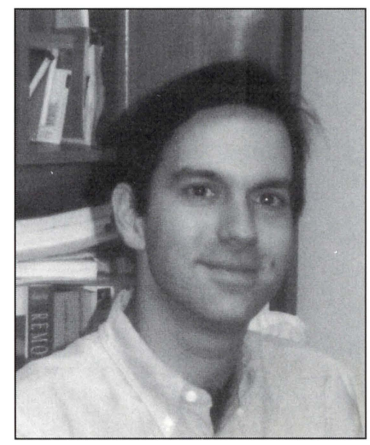
The PGA Tour is a multimillion dollar organization that takes its traveling roadshow from town to town amidst a sea of promotional banners, television crews, and a wide range of food, beverage, and product vendors, all of whom are hoping to cash in on the opportunity to marry their product to the concept of being a golfer or professional golf fan.

The owner of a cigar shop just around the corner from our office was jumping for joy when he told me about landing the contract to sell cigars at the tournament, and sell cigars he did for anywhere from $7 to $20 each. I have also read that advertisers are willing to pay more than the ratings warrant for spots during golf broadcasts because the audience represents such a pure target market.

This is all about marketing—instead of golf—and what it tells me is the key to success here is tied to knowing exactly to whom your product is aimed. As our industry's Michael Getlan of Amusement Consultants likes to reiterate: the key to success in today's world depends as much on marketing as it does on innovative product.

Our industry has long mastered the product side of the equation, producing fun and exciting games. During the heyday of the video game boom, the marketing came at no cost from free media exposure. In recent months, Sega Gameworks has made a splash, buying ads in the Seattle area to promote its new high-tech amusement playground.

But this example is the exception, not the rule, in an industry with little history of full-scale marketing efforts aimed at the end user. For many years, the theory has been that the product would advertise itself if placed in front of a potential customer. This is not enough any longer with consumers being overwhelmed by entertainment choices.



So what about my dad's own theory of product over presentation? Are we too at an impasse over past and present, substance and style. No, of course not. We're both reasonable people. I'm sure we can work it out over a friendly round of golf.

See you on the first tee. ▲

Steve White
Associate Editor

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CGDC focuses on coin-op games

The Computer Game Developers Conference, which was held April 25-29 in Santa Clara, Calif., saw a number of events focused on the potential for developers to create games for coin-op on an open PC platform. As part of this push, Microsoft was scheduled to hand out copies of its DirectArcade API, a tool kit for developing coin-op games.

A coin-op roundtable discussion moderated by Mark Pierce of Atari Games was held April 28, and John Klayh of NANI/TVphone presented a talk on creating coin-op games on April 29.

In addition to presenting its DirectArcade package to the development community, Microsoft was planning to present several coin-op arcade games developed on a PC platfom in its exhibit booth.

More than 5,500 game programmers, artists, producers, writers, and development and marketing executives were expected to converge on the Santa Clara Convention Center to share what's hot in game development for the coming year and beyond.

"This year's conference has gone even deeper into what attendees say they need most to do their job better," said CGDC director KoAnn Vikoren. "Everyone knows CGDC is the event of the year for networking in the games industry, but those who have attended know that it's also about getting to the heart of understanding development tools, technologies, and design strategies that help game developers turn out better products each year.

This year's keynote panel, Legends of Game Design, featured three of the most celebrated game designers: Chris Roberts *(Wing Commander)* of Digital Anvil, John Romero *(Doom,Quake)*, and Nolan Bushnell *(Pong)* of PlayNet Technologies. They discussed shifts in game design and its future development.

Look for full coverage of the event in next month's issue of PlayMeter. For a more detailed look at the Microsoft/NANI proposal, turn to "Through the Looking Glass," pg. 54.

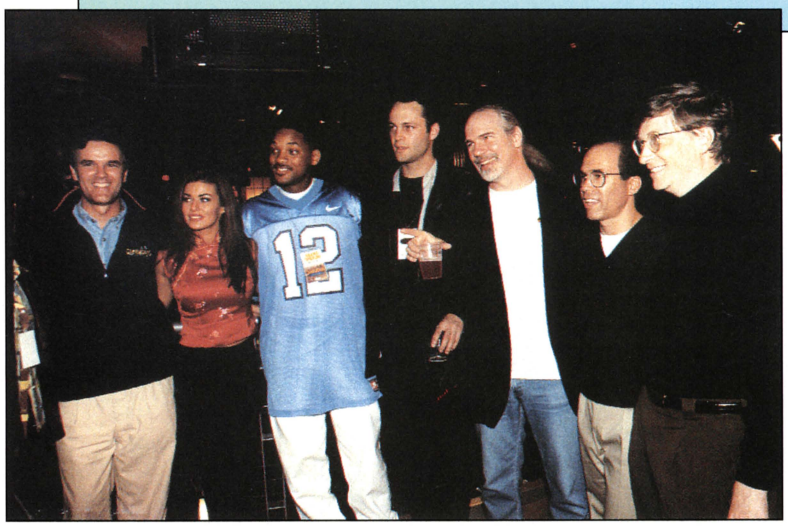
Wal-Mart, Carmike Cinemas plan to open FEC locations

Columbus, Ga.,-based Carmike Cinemas has joined with Wal-Mart to open a chain of family entertainment centers. The concept will bring movie screens, restaurants, skating rinks, and game rooms under one roof, providing one-stop shopping in the entertainment field.

The theater chain will reportedly operate the centers, while the retailer will provide the sites in closed Wal-Mart stores that gave way to larger super stores. The centers will be based on The Hollywood Connection, a 120,000-square-foot complex opening May 23 in Columbus, Ga.

The Hollywood Connection is Carmike's first entertainment center project and the largest of its kind; it is not affiliated with Wal-Mart. The first center affiliated with Wal-Mart will open this summer in a 69,000-square-foot former Wal-Mart location in Goshen, Ind. Two more will follow in the Midwest by next year. If Carmike and Wal-Mart are happy with the results, the two companies will plan a national rollout for The Hollywood Connection.

Ted Parsons, an 18-year industry veteran, has joined Carmike Cinemas to direct the games and amusements area of the entertainment centers. Parsons most recently owned interest in and managed several entertainment centers in Wisconsin.



Sega Superstars

The opening of Sega GameWorks in Seattle was a star studded event, (l-r): GameWorks president Michael Montgomery, MTV's Carmen Electra, Will Smith, Vince Vaughn, GameWorks vice president Jon Snoddy, Dreamwork's Jeffrey Katzenberg, and Microsoft's Bill Gates. (Photo by Eric Charbonneau/Berliner Studio)

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PLUSH 4 PLAY

AMOA education foundation awards 40 Hesch scholarships

AMOA's Education Foundation has awarded $1,000 Wayne E. Hesch Scholarships to 40 individuals for the 1997-98 school year. The new recipients bring to 296 the total number of Hesch scholarships awarded to worthy young people since 1985.

The scholarship program administered by the foundation was established in memory of the late Wayne E. Hesch, AMOA's president from 1978-79. Scholarships are awarded on a non-discriminatory basis to young people in need of financial assistance who are attending, or planning to attend, an institution of higher learning. The criteria is based on current grade point average and specific industry questions on the application.

The scholarship winners are listed by state and member sponsor:

California: Roger Fong and Benson Fong (Namco) and Stefanie Gusha (King Plush)
Colorardo: Courtney Queen (Amusement Inventors Inc.)
Connecticut: Danielle Friese and David Callahan (O'Connor Music)
Idaho: Christopher Mahler (Western Music) and Nicole Darce (Dan the Music Man)
Illinois: Joshua Sharpe (Williams Bally/Midway), Clinton Anticevich (A.H. Entertainers), Todd Gruis (Astro Distributing), and Tracy Laabs (Bentler Amusements)
Indiana: Dan Melchi (Jack Eiser Sales) and Sarah Widener (Ondrus Amusement)
Iowa: Marcy Messerly and Mandy Messerly (Amuse-O-Matic) and Stacie Stolley (Oriental Trading Co.)
Kansas: Jamee Jahnke (United Distributors)
Michigan: Amanda Moore (Play-Moore Music)
Minnesota: Noa Saadi (C.D.L. Company)
Missouri: Jeffrey Hilbrenner (Hilbrenner Coin Equipment)
Montana: Marissa Schoemer (Good Ole Boys Vending)
Nevada: Gregory Minter (Tip Top Amusement)
Ohio: Samantha Winchell (Sumit Music)
Oregon: Summer Prantl and Nicole Prantl (Family Amusement)
Pennsylvania: Beath Beadle, Daniel Stairiker, Krystin Sagady, and Anthony Dal Ferro (Mars Electronics)
South Carolina: Christopher Render (Rosemary Coin Machine)
South Dakota: Chad Miller (Rushmore Amusements)
Texas: Candice Hubacek (Houston Fun & Games)
Utah: Chad Anderson (Perfect 360 Controls), Garth Ince (Tataka), and Robert Hoonakker (Chambers Music Co.)
Virginia: Darin Rowland (Games People Play)
Wisconsin: Marie Manske (Hometown Amusement), Julie Stansfield (Stansfield Vending), and Kelly Stowe (Midstate Amusements).

Video poker faces more trouble in La.

A state senate Judiciary Committee in Louisiana approved a measure last month that would ban legalized video gaming statewide despite a local option referendum that saw 33 parishes abolish video poker last fall.

Opponents in the Legislature argued that video poker interest tainted the vote by spending an uprecedented amount of money campaigning for approval, but supporters countered that argument, saying that a ban would constitute subverting the will of voters.

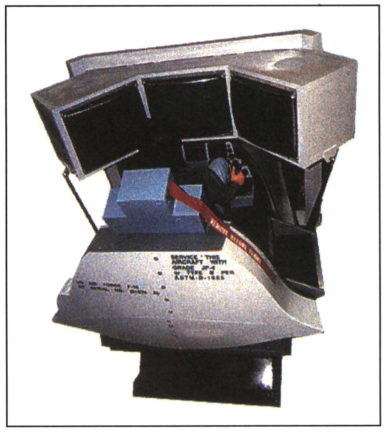
The New Orleans "Times Picayune" quoted LAMOA executive director Charles Pasqua's comments to the legislative committee. "We supported the process with the understanding that we would not hear again (about) repeal because people would had have had their choice," said Pasqua. "The people have spoken. We thought we were going to be finished with this fight. Obviously, we're not."

According to press reports, the bill has an outside shot at passage, considering the fact that 45 percent of the legislative districts voted against video poker in last year's election.

Tellurian taps Servos for electric motion base

Mahwah, N.J.,-based TELLURIAN, maker of low cost computer generated imagery (CGI) systems for simulation and entertainment applications, has taken delivery of an electronic motion base from Servos and Simulation Inc. in Altamonte Springs, Fla.

The motion base, which offers two degrees of freedom, will be used to develop interactive entertainment rides that will be offered by TELLURIAN. The latter's latest family of interactive rides will combine a high-fidelity CGI system integrated with Servos' electric motion bases.



Servos and Simulation Inc's motion base, which offers two degrees of freedom, will be used to develop interactive entertainment rides that will be offered by TELLURIAN.

These turnkey rides will be available as a single or networked together. Themes under development include flight and race car simulation. Servos has been in business 15 years designing and manufacturing electric control loading systems for military and commercial flight simulators and training devices. They offer motion platforms that incorporate as much as six degrees of freedom.

- ***Link up to 4 games!***
- ***Two Models***
  - ***-Standard sit-down unit with 25" monitor***
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  - ***-more detailed resolution***
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Nintendo

AAMA goes to Washington

AAMA has scheduled its annual meeting in conjunction with a lobbying effort on Capitol Hill this month, May 18-21. The association's meeting will take place at the Loews L'Enfant Plaza Hotel in Washington, D.C.

The annual event will including meetings with Congressional representatives and a number of social functions. This year AAMA will eliminate the Tuesday night Congressional reception. AMOA, which normally holds a Washington conference every other year in conjunction with the AAMA meeting, chose not to lobby Congress as a group this year.

"Our main priority will be the meetings on the Hill where our members will have an opportunity to talk one-on-one with their congressmen and senators from their respective states," said AAMA communications manager Angela Orlando. "And yes, the dollar coin will be a top agenda item.

Entertainment centers install CyberPak units

Virtual Images Inc., a division of Outer Edge Inc. in Dublin, Ohio, recently announced the placement of its CyberPak virtual reality systems in a high-tech entertainment center in New York and three Dave & Buster's locations around the country.

The installation of the CyberPak system at XS New York was completed last month. The center, owned and operated by Skyline Entertainment subsidiary Skyline Virtual Reality, is a three-story, 20,000-square-foot entertainment center located in the heart of New York's Times Square. The center blends high-tech entertainment with cyberspace access. Patrons can partake in the latest virtual reality experiences, surf the Internet, and sample the food in the Cyber Cafe. There is also a laser tag arena and a virtual golf course.

"The CyberPak fits nicely into XS New York's entertainment strategy," said Rob White, XS New York's director. "The CyberPak's look and performance represents the highest level of virtual reality entertainment."

CyberPak units have also been installed in Dave & Buster's locations in Dallas, Texas; Houston, Texas; and the newest site in Ontario, Calif. "Dave & Buster's prides itself on providing outstanding equipment and the latest in game technologies," said co-founder Dave Corriveau. "The CyberPak represents a new look and a high level of performance in virtual reality gaming."

Q-Zar to utilize DataEye and Premier Data in operations

Dallas, Texas,-based laser tag manufacturer and operator Q-Zar has announced plans to use DataEye Inc. and Premier Data Corp. to provide remote acquisition and software communications for its worldwide locations.

Following last year's AMOA, Q-Zar's Ed Singley asked the two companies to consider working together to offer a solution which provided key elements in monitoring arcade operations. DataEye Inc., based in Myrtle Beach, S.C., manufactures a computer hardware platform which allows the operator to remotely access its field locations.

DataEye is able to monitor actual coin drop, meter readings, and profit performance per machine. "Our philosophy is to provide a proven hardware product that has the ability to interface with multiple software packages," said DataEye director of sales and marketing Matthew Elliman. "We were very impressed with Premier Data's Super Route Manager software and the many features it provides to the user."

Premier Data Corp. located in Springfield, Ill., provides Windows-based software to arcade and FEC owners, allowing them to maximize control in their operations. "Q-Zar wanted a bullet-proof program which provides multiple features including collection history, financial graphs, game rotation, and service history," said Premier Data marketing manager Al Gietl, adding that through DataEye the manual data from each location is now automated instantly into the program.

"Through the two companies' efforts, Q-Zar will have a cost effective and comprehensive solution for its arcade management needs," concluded Singley.

Good news and bad news

First, the good news: the players in this photo from our ASI coverage are having a great time playing *Tekken 3*, a sequel in Namco's popular *Tekken* video series. Now, the bad news. The booth was mistakenly identified as that of Sega (see sign in the background). Apologies to both Namco and Sega for the error.

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- ☐ Fax this completed coupon to (817) 284-7606
- ☐ Mail this completed coupon to *Dynamo, Ltd. 2525 Handley-Ederville Rd. Richland Hills, TX 76118*

IAAPA sets dates for exhibitor training

IAAPA has decided to take its exhibitor training program on the road this year with one session set for later this month on the West Coast. Third-year speaker Susan Friedmann, president of Diadem Communications, will be joined by two new speakers: Judi Baker-Neufeld, president of Tradeshows Plus, and Marcia Smith, president of Columbia Cascade.

Friedmann will cover goal setting, budgeting, promotions, sales techniques, and lead management. Baker-Neufeld will give basic and advanced marketing tips, while Smith plans to help attendees crack the international market.

The first session will be held May 29 at the Doubletree Carmel Highlands Resort and feature Friedmann. Baker-Neufeld will present two sessions, May 30-31, at the Embassy Suites Hotel in Orlando, Fla., and Smith will be on hand in Orlando May 31-June 1.

Each full-day program costs $150 and includes breakfast and lunch. Half-day events cost $100, or two for $150. For more information, contact Marc Parsont, (703)836-4800; fax (703)836-4801; e-mail (MParsont@IAAPA.org).

Miniature golf association formed

A group of professional builders and suppliers for the miniature golf industry has formed the Miniature Golf Association U.S. to address the needs of miniature golf course owners and operators, reports the group's newly appointed executive director Steve Hix.

"The association is member driven and we plan to apply for non-profit corporation status after the initial organization," Hix said. "We will be providing an information and communication network, which will include a newsletter, educational seminars, management and employee training videos, and a miniature golf operators and developers reference manual and buyer's guide. Our goal is to provide a unified voice for the miniature golf industry, which currently includes working with the U.S. Architectural and Transportation Barriers Compliance Board to develop miniature golf compliance guidelines."

The MGAUS executive board, (l-r): Chris Foster, Burdette Bremer, Rich Lahey, Mark Nicholls, and Arne Lundmark.

An organizing committee met during the last six months at three different trade shows to refine the goals and initiate the association. The founding members elected an interim executive committee and officers. They are: Arne Lundmark of Adventure Golf Services as president, Rich Lahey of Harris Miniature Golf as first vice president, Burdette Bremer of Castle Golf as second vice president, Chris Foster of Cost of Wisconsin as secretary/treasurer, and Mark Nicholls of Sportexe as executive member at large.

Other founding committee members include Don Nelson of SGD, Terry Sopko of Wittek, Steve Lancia of Foam Technologies, and Dan Isom of American Miniature Golf.

"The response by miniature golf owners has been overwhelmingly positive," said Lundmark, "and we are launching the membership drive now. Our first seminar will be held during the fall trade show line-up and members are anxious to jump on board. MGAUS will share office space and staff with the existing Intl. Recreational Go-Kart Association to enable a fast start on the association's aggressive goals and objectives."

For more information, contact MGAUS, 5108 Broadway, Suite 232, San Antonio, TX 78209; (210)824-1923.

ASI attendance figures released

The final attendance figures for March's ASI show in Las Vegas were released last month. They reveal more than 1,000 more attendees than the previous year's ACME show (ASI's former name) in Orlando.

Among registered attendees, the buyer category was the most improved with 3,192 compared to 2,086 the previous year. Non-buyer attendees numbered one less, totaling 3,755. Total attendance was 6,947.

International attendees were up, 935 from 39 countries compared with 566 from 37 countries the previous year. The number of exhibitors was 210 companies utilizing 725 booths.

Seminar attendance totalled 1,097 with the largest number of attendees, 195, at the seminar entitled "The Microsoft Debate." Also garnering attention were "The Digital Jukebox" with 135 present, "Service With A Twist," bringing in 124, and "Thematic Design in Game Rooms" drawing 128 willing students.

Ohio show set for this summer

Ohio Coin Machine Association president Rodney Stebelton and Expo '97 chairman Michael Zappa report in the association's most recent newsletter that the group's 23rd annual exposition is well on its way to becoming a reality.

Tapping Your Potential is the theme for the Aug. 21-22 event to be held in Columbus' Ramada University Inn and Conference Center. Activities will include a golf tournament, sit-down dinner, and the association's traditional breakfast meeting.

The exhibit floor will be open Thursday afternoon/evening and Friday morning. Members will also get a chance to elect new officers and hear an update from AMOA president Jerry Derrick, who will attend the breakfast meeting.

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Bamboola fun center to open next month

A new $3 million edutainment center for children and their families is scheduled to open its doors next month in San Jose, Calif. Now under construction, Bamboola is the first indoor/outdoor edutainment center in the United States. Its developers expect more than 400,000 visitors in the first year of operation.

Created in response to the need for children to experience "unstructured learning through play," Bamboola is a clean, safe, visually rich environment where children can play, learn, and exercise both their bodies and their imaginations.

"Bamboola is a place for children and their families to play and have fun while also having an enriching, learning experience," said Joe Shank, co-developer of Bamboola with partners Jim Theiring and Mike Zamba. "All of Bamboola's play areas are recreational and educational favorites that have been kid-tested and approved. We've borrowed educational play elements from many of America's finest children's discovery museums, but unlike them, at Bamboola kids can climb, shout, and have real fun. Our multifaceted activities accommodate children from toddler to 12."

Bamboola was designed by the White Hutchinson Leisure & Learning Group in Kansas City. Company CEO Randy White has designed similar facilities now open in Cancun and Caracas and has contributed to 25 related projects in the past year and a half alone.

The facility will offer adopt-a-school programs, community contributions, educationally-based field trips, top quality staffing, a complete wristband-coded security system, and two very important rules: no child may enter the facility without an adult chaperone and no adult may enter without a child.

Shank, who co-developed the Almaden Valley Athletic Club in 1976, believes that being family-friendly is the key to success. "Focusing on family is what has kept AVAC going strong for 21 years," he said. "Bamboola takes this philosophy to the next level, where kids and their families can spend quality time away from home having fun and sharing the play to learn experience."

When Bamboola opens its doors, it will offer more than 28,000 square feet of indoor and outdoor space. Bamboola's various attractions include:

Pretend Village: grocery store, playhouse, gas station, and drive-in diner

Adventure Island: three-level soft modular playground, token rides, and games

Turtle Lagoon: cushioned play area with games for toddlers

Grandma's Attic: interactive maze, rock climbing structure, and art center

Outdoor Jungle: sand play tower, bamboo cave, and dinosaur bone dig

Big Bubbles: six-foot bubble machine

Discovery Play: arts and crafts classes, cooking lessons, and more

Stuffee: seven-foot educational doll whose insides come out to play

Yummy in Your Tummy Cafe: everything from gourmet pizza to Starbucks coffee

Bamboola will offer a variety of birthday packages, a live stage performance, roaming costumed characters, and island decor. Also offered: after school programs, summer camp, and cooking and art classes.

G. L. Technology presents tournament promotion kit

G. L. Technology, developer and manufacturer of coin-op sports games, has introduced its latest marketing tool, the *Putting Challenge II* Tournament Kit at the Amusement Showcase Intl. show earlier this Spring.

With the increasing popularity of tournament play, G.L. Technology's new product includes a qualifying round leader board, a final round leader board, and a *Putting Challenge II* tournament banner.

Also part of the kit are helpful ideas and tips on how to run a *Putting Challenge II* tournament. In presenting the kit, G.L. Technology ran its own golf putting tournament and awarded the grand prize winner with an Electronic Putting Challenge II, the consumer version of the coin-op game, valued at $1,195.

In addition to the tournament in its booth, G.L. conducted competitions on its new football game, *Super Touchdown*, and the company's Gina Cho presented the *Putting Challenge II* tournament concept in the League and Tournament Row area of the show floor.

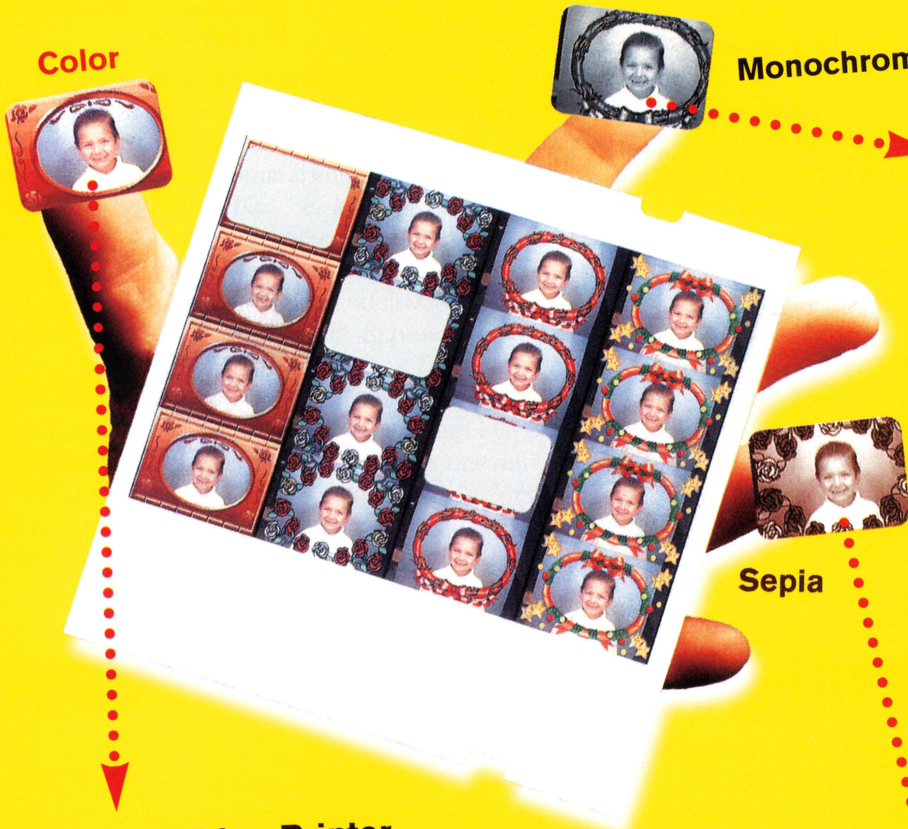
Correct flipper

Pinball lovers everywhere are telling us how much they enjoyed the "Flipper Fun" feature in our April issue. In the maze of games *Loch Ness Monster* was incorrectly attributed to Gottlieb when it actually was a Game Plan title. Kudos to both companies for their contributions to pinball history.

Neo Print

Neo Print Photo Stickers are here!!

Neo Print is the hottest photo booth out today! **16** photo stickers with 4 different types of frames all on one sheet. Collect them, trade them or stick them on just about anything!!!



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Infinity Multimedia to market 3-D displays

The staff at Infinity Multimedia, (l-r): Peter Canapa, Max Keller, Ken Haber, Brian Ton, Tom Petit, and Suzanne Ponder.

With the former head of Sega Enterprises and Acclaim Coin-Op at the helm, Sherman Oaks, Calif.,-based Infinity Multimedia Intl. is preparing to globally market a patented, 3-D viewing technology without glasses aimed initially at the LBE and arcade game markets.

"This is true breakthrough display technology with wide applications in arcades, homes, and entertainment venues and we intend to exploit all of them," said the company's new president of worldwide commercial entertainment Tom Petit. "Our first priorities are location-based video arcade attractions and film ride products, followed closely by consumer home PC and home television receivers—wherever a true 3-D display is desired.

"Most importantly, this true 3-D display technology is very different from the highly publicized 3-D computer game and graphics board products, which present 3-D objects for viewing on current 2-D displays," he continued. "Consequently, we can now employ elements in arcade game play which have never been possible before."

Infinity was formed to market this new technology, licensed exclusively to the company and developed in Cambridge, England. Infinity will also produce customized hardware in hopes to gain a competitive advantage in the development and exploitation of software. The company's overall strategy includes developing strategic alliances with market leaders in technology, content, marketing, and distribution.

"We plan to enter the entertainment and consumer electronics markets in three phases," said Infinity chairman Max Keller. "The first target will be location-based entertainment arcade video games and motion simulation ride markets. The second market will be the home computer market with a 3-D PC monitor, and the third phase, the television market with a 3-D TV."

The prototype model of the display system, which was developed by Litton Industries, incorporates a 25-inch diagonal, 28 view monitor and associated processing hardware and software. It enables the viewer to see actual 3-D imagery incorporating full motion parallax or look around capability and multiviewer use without the need for special glasses or head trackers.

New company offers wireless data system

In an effort to provide customers with a competitive edge, newly-formed Goal Industries of Beaufort, S.C., has introduced its flagship product, AccuData Link, which will allow operators to see how any one of their machines are performing in real time figures.

This process is possible without having to run wires to any of the machines through the use of spectrum technology that transmits data over an existing power line. Installed into each machine is an AccuData Line Game Interface, which collects the data.

Goal Industries founder A.J. Kress with Blair Norris of Brady Distributing (l) and Kress' father Al (r) of Benchmark Entertainment.

The interface connects the machine to power outlet, which is also connected to an AccuData Link Communicator that reads the encoded information and does one of two things: 1) stores it in memory until the host computer calls for it, or 2) decides that the data represents an alarm event and automatically contacts the host computer.

In addition to calling the host computer, the ADL Communicator can be programmed to call a fax machine or alphanumeric pager. Each ADL Communicator can handle up to 200 machines. An ADL Communicator is needed for each location. The host computer can be located anywhere, requiring only ADL software, which is only limited in the number of locations it can handle by disk space.

Machines that can be hooked to the ADL include coin-op games, bill changers, midway games, slot machines, video poker machines, and in the near future vending machines.

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NSM's John Margold (l) and Keith White (r) present video quiz winner Don Waters of Mountain Coin with his prize.

NSM announces video quiz winners

In conjunction with the introduction of the NSM Jukebox Basics Video, NSM-America organized a quiz contest for its distributor sales and service personnel. The quiz, created by the star of the video and longtime training manager Keith White, was designed for those two groups of industry members.

"When we sat down to develop the quiz, we realized that the video contained a lot of information," said White. "There are sections such as setup and general programming that are important for sales people to be familiar with when demonstrating our jukeboxes to their customers. Other sections, like advanced programming and charger maintenance, are more important for the techs who service the jukeboxes. With this variety we decided to make two different quizzes for our distributors."

The response, according to NSM, was strong with the following people receiving perfect scores:

Sales: Brad Weiss, Barry Jackin, and John Liikala (Canadian Amusement); Tony Paszkiewicz (Columbia Vending); Jeff Sullivan (Green Coin): Dickie McCannell and Bob Hamilton (Operators Distributing); and Don Waters (Mountain Coin—Phoenix).

Service: Dennis Smith and Steve Camilleri (Canadian Amusement); Roy Cole, John McElwee Jr., and Benjamin Brookes (Columbia Vending—Baltimore); Mark Anderson (Gilchrist Vending); Michael Fox (Green Coin—Pittsburgh): Jean-Pierre Gauthier (Laniel Automatic); Michael Powers (Mountain Coin—Phoenix); Richard Covington, Dick Johnson, and James Hayes (Mountain Coin—Las Vegas); Richard Galvan and Cotton Pennington (Sammons-Pennington—Memphis); and Paul Duerwachter (Viking Vending).

"When we decided to produce the tape, we created it in a manner that we felt would be helpful to both our distributors and operators," said NSM senior vice president John Margold. "By making this information readily available, we're making the operation of our jukeboxes a little easier to understand." For more information, call NSM, (630)860-5100.

Addition

Our April "Ticket Tech" column included a reference list of the major game and parts suppliers. Missing from the list was WICO, the well-known firm that underwent a reorganization and change of ownership at the end of 1996.

Please add WICO to that list and your 1997 Play Meter Directory at the new office: 7847 N. Caldwell Bldg. C, Niles, IL 60714; (800)FOR WICO or (847)647-7500.

CyberNation turns Capcom Web site into playground

The award-winning interactive media firm CyberNation LLC (www.cnation.com) has announced the launch of the Capcom Entertainment Web site (www.capcom.com), where visitors can view video game clips, obtain game tips and codes, participate in live online chat rooms, and enter contests to win games and other prizes.

"CyberNation has pushed Web technology to its fullest using cutting edge Java and CGI scripting," said Robert Johnson, online service coordinator for Capcom. "They have turned our Web site into an interactive playground."

The site is packed with the latest Internet technologies and offers the first-ever online demo of a console game, Capcom's *Super Puzzle Fighter II Turbo*. The game was completely written in Java and can be played online.

Founded in 1995, CyberNation provides a wide range of expert services in the design and programming of interactive media. For more information, call (310)656-3450; fax (310)656-3453.

M.O.M.A. finishes tournament season

The Minnesota Operators of Music & Amusements report a successful close to its 1996-97 tournament schedule with the completion of both its 1997 State Team Dart Tournament and its 17th Annual Team Pool State Tournament.

Tournament director Michael Tate of Theisen Vending in Minneapolis reported a slight decrease in the number of players who competed on the 120 dart boards donated for the tournament by Lieberman Music Co. and Theisen Vending.

The pool competition was held in Minneapolis at the Hyatt Regency and organized by C D L Co. and Chuck Leininger, who handled the setup and tear down, and Don Kruger of D & R Star, who took care of organizing the event.

Pool players competed on 100 tables built by Valley and Dynamo and supplied by Hanson Distributing and Lieberman Music Co. Games were played in a double elimination format and awards were presented in six categories.

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Industry developments good for shuffleboard

The success of sports bars, brewery restaurants, and family fun centers has brought about a Renaissance of interest in the game of shuffleboard, once thought of as an expensive bar table, according to Champion Shuffleboard (formerly Gametime).

These types of locations provide the perfect environment for the classic games, says Champion, which claims responsibility for three major contributions to the shuffleboard industry.

A lifetime polymer finish is the first of these contributions, which eliminates the headache of yearly refinishing and provides a top-notch playing surface. The second contribution is the company's patented Handicap Scoring, providing 1-2-3-4 scoring as well as the traditional 1-2-3 scoring on its tables. This method can help level the playing field between novice and experienced players.

The third contribution from Champion is its talking scoring unit, which cheers and jeers players through sound effects. A triangular design makes it possible for both scores to be seen from anywhere in the location.

Champion Shuffleboard manufactures all of its products at the company plant in Richland Hills, Texas. Each table is built for the buyer, who can choose from lengths of 12 to 22 feet and have the option of a custom logo or special stain.

IAFEC to support mini golf group

The Intl. Association of Family Entertainment Centers has announced it support for a new association, the Emerald Green Miniature Golf Association, which will provide services to miniature golf operators for organizing tournament play.

"Tournament play affords miniature golf operators an opportunity for expanding their businesses and building strong group and repeat business," said IAFEC executive director Carole Sjolander. "Emerald Green Miniature Golf Association offers assistance to operators to make it easier for them to organize their tournaments under the auspices of EGMGA."

EGMGA offers memberships to both courses and professional players, and the association founders say the group provides the nationwide scope, prestige, and organization needed for miniature golf to obtain the success others have with national competitions.

An annual national competition will be held and offer substantial prizes and cash rewards. This year's event will take place at the Mall of America's course in Bloomington, Minn. Association members are also able to purchase tournament packages from EGMGA.

Goldfinger

Tekbilt has released its *Touch the Gold* multigame touch screen video lottery terminal. The machine features 16 games in its main menu: five slot games, four poker games, two keno games, two lotto games, one pull-tab game, one bingo game, and one blackjack games.

Just Kiddie rides inks deal with Sesame Street

Just Kiddie Rides, a wholly-owned subsidiary of Childrobics, announced that it has finalized a licensing agreement with Children's Television Workshop to produce and operate interactive, educational amusement simulators in the character likenesses of Elmo, Zoe, Big Bird, Bert and Ernie, and several other popular Sesame Street characters.

Management estimated the deal will generate in excess of $25 million in revenue over the life of the agreement with Just Kiddie Rides. "This is by far the largest and most powerful agreement that Just Kiddie Rides has ever signed," said company president Jerry Reda. "Our staff has worked very hard to meet the strict criteria that CTW has established for building this category. We will be developing state-of-the-art products that will be the crown jewel and foundation of our new product line." The company plans to introduce the products during the last quarter of this year.

Roller Breaking

The Roller Skating Association gathered at the site of the future RSA national office building for a ground-breaking ceremony launching construction of it's new 10,000-square-foot facility in Indianapolis, Ind.

Video Magic buys *People Postcards*

Video Magic Inc., based in Grand Rapids, Mich., has finalized a deal with Image Holdings Inc. to acquire all the assets of the latter including the popular *People Postcard* line of photo booths. Image Holdings received an undisclosed number of Video Magic stock shares.

For many years, *People Postcards* were the only photo booth on the market that produced a picture that made it appear as if the customer were actually at a location of their choice.

Using Video Magic's technology, the booths will be retrofitted with all new software and hardware. The result will be a booth that offers touch screen selection, a one-minute cycle time, and a much improved picture quality. Video Magic will continue manufacutring its own line of photo booths.

Have You HEARD

Incredible Technologies began regional *Golden Tee 3D Golf* tournaments last month, allowing players to now compete in the new National Golf Division, one of six regional divisions, and on a local level.

The Missouri Amusement Machine Operators Association is hosting its first annual convention and trade show May 16-18 at the Tantara Resort in Lake of the Ozarks, Mo. For details, contact Duane Miller, (314)469-6767; fax (314)469-2153.

Greater Southern Distributing of Atlanta, Ga., is now online. When you aren't just surfing, check for the latest in coin-op and vending products at their Web site (http://www.greatersouthern.com).

Sen. Jon Kyl (R-Ariz.) has introduced the Internet Gambling Prohibition Act of 1997, which seeks to ban all forms of online wagering.

The Alaska Coin Machine Association is scheduled to hold its spring show at the West Coast Intl. Inn in Anchorage, May 15-16. For details, contact Pam Iverson, (907)277-4027; fax (907)277-7449.

Cineplex Odion Corp. of Ontario, Canada, hosted the 1997 U.S. Intl. Air Hockey Championships at its fun center in the Sharpstown Center in Houston, Texas, last month. Over $10,000 in cash and prizes was given away at the event, co-sponsored by the U.S. Air-Table-Hockey Association and Sega GameWorks.

Q-Zar opened the doors of its new 50,000-square-foot Entertainment Mall to the public last month in Mesquite, Texas. Attractions at the facility include laser tag, 10 lanes of bowling, a pool, arcade, SimEx motion simulator, and a number of large sports simulators.

The Millennium Amusement Group has completed an agreement to provide two remote controlled boat systems to Six Flags Over Georgia on a joint venture basis. The company will also provide a state-of-the-art electronic shooting gallery to Great America.

Wells-Gardner Electronics reports orders of $5.8 million during the month of February. "We have now received over $16 million in orders since the beginning of the year and we are particularly gratified that they came from all market segments," said company chairman and CEO Tony Spier.

St. Louis-based American Poolplayers Association president Renee Poehlman has received her commission as a Certified Franchise Executive by the Intl. Franchise Association.

Pinball Fantasy '97, the gameroom collectible show, is scheduled for July 18-20 in the Grand Ballroom of the Riviera Hotel in Las Vegas. For more information, call (818)761-2255; Web site (http://www.fabfan.com).

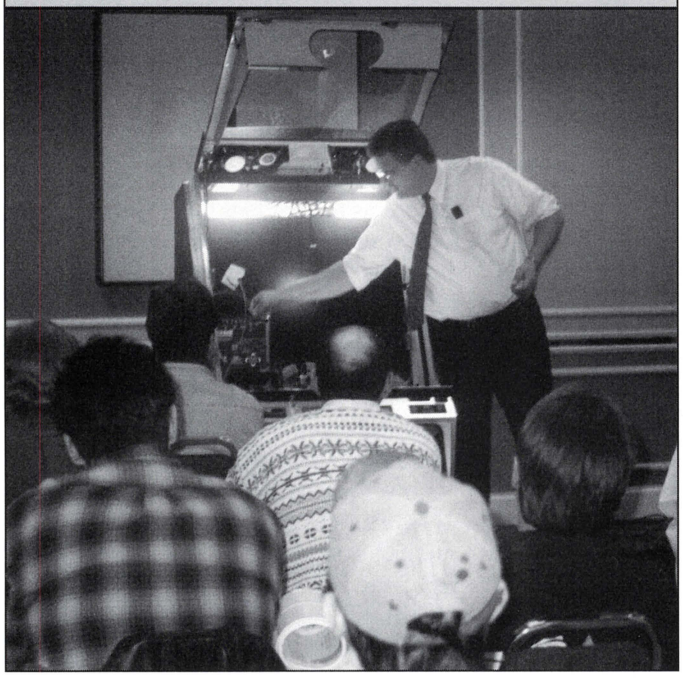
Paul Jacobs of AmeriCoin has decided not to accept the post of executive vice president of Q-West LLC, a wholly-owned subsidiary of Q-Zar Inc. Instead, Jacobs will devote his full attention to marketing Taito products in the United States.

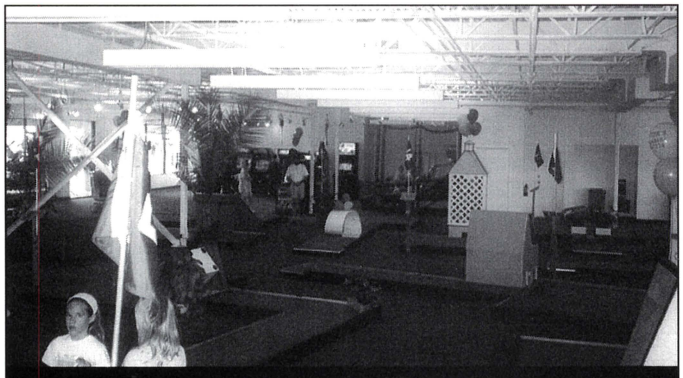
The Ginger Wizard David Pearson has broken the world speed pool record, which was previously set at 31.9 seconds. Pearson ran the table in 26.5 seconds last month in Windsor, Ontario, using a Huebler Industries cue.

The Amusement Industry Expo will be held Oct. 28-30 at the I-X Center in Cleveland, Ohio. The shows draws exhibitors from a wide range of companies in the food service and amusement industries. ▲

BEYOND THE PLAYFIELD

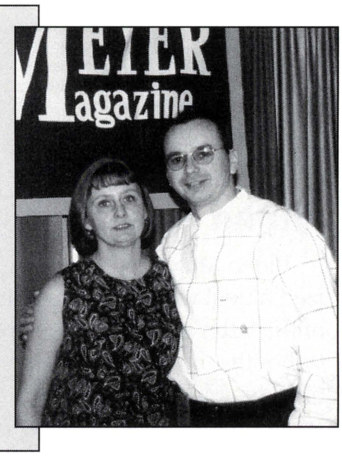
Open wide: Mike Jablonski of Rock-Ola Mfg. shows the inner workings of the *Legend Syber Sonic* to operators attending a CD jukebox service school recently sponsored by the Michigan Coin Machine Operators Association. Representatives from NSM and Rowe Intl. were also present. Participants considered the event "extremely informative." Thanks to the manufacturers for providing instructors and making the school a success. Stay tuned for the next service school in Michigan.

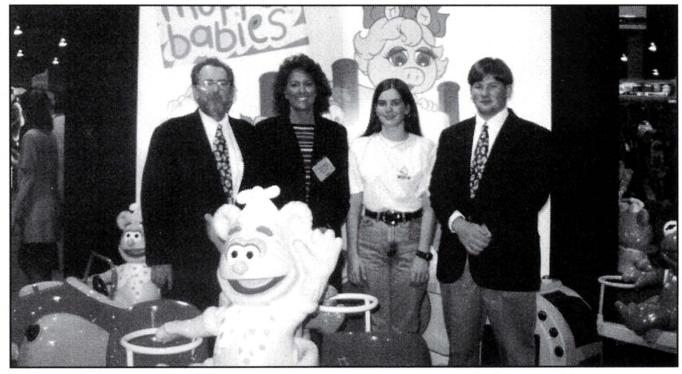




Creative thinking: The Cole Muffler Co. installed a LOMMA championship miniature golf course at a Syracuse, N.Y., shopping center and featured a billboard advertisement for mall tenants at each hazard or obstacle. Clever marketing!

ASI wedding: Ed Chermak, sales manager at Green Coin Machine Distributing, and his bride Claudia Britt were married March 14 at the Bally Hotel chapel during the ASI show. Claudia was formerly in the accounting department at Green Coin. The couple will reside in Myrtle Beach, S.C. Congratulations!





ASI extras: Smiles were not in short supply at the recent Amusement Showcase Intl., as these photos indicate. **Top:** (l-r) at the ShowBiz party: Paul Teneyuca, Chris Weis, Ryan Adams, Gene Cramm, Karyn Gitler, and Tom Ward. **Middle:** The Dudley family by the new Muppet Babies line of kiddie rides, (l-r): Tom, Cheryl, Ashley, and Thomas Dudley. **Bottom:** Hawaii Four-O, (l-r): Hawaii's Glenn Anderson, Lois Wise, and Bruce Nishimoto of Microworlds and Larry Dreihaupt of EMK Vending. ▲

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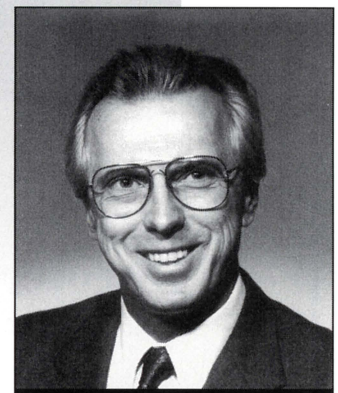
WHO'S NEWS

Harry Chaplin

Mick White



John Pasierb

HARRY CHAPLIN has been appointed sales manager for Astro Distributing. His responsibilities will include domestic and international sales of the entire Astro product line of both new and reconditioned redemption games and kiddie rides. In addition, Chaplin will focus on increasing sales by providing customers with site analysis, game area layout, and profitability projections.

Before joining Astro Chaplin was involved in importing and exporting coin-op games to major fun centers overseas, and setting up and operating game areas for several pizza/arcade chains throughout the United States. He also has experience owning and operating kiddie rides in mall locations. Chaplin can be reached at Astro's Rock Island, Ill., office, (800)797-7066 or (309)786-7066.

MICK WHITE has been named national sales manager for Dynamo Ltd., where he will focus his attention on expanding the company's foosball table line. White logged 12 years in sales and promotions at Tornado Table Games and also managed the home market division there. Most recently he served as international sales director for Continental Productions before taking the new post at Dynamo. He can be contacted at Dynamo's Richland Hills, Texas, office, (800)527-6054 or (817)284-0114 ext. 212; fax (817)284-7606.

ED GLAPINSKI has joined Rock-Ola Mfg. as quality control manager. The 17-year industry veteran was most recently head technician at G & G Amusement in Los Angeles. He has also worked at American Vending Sales. Glapinski is taking his quality control post seriously, beginning with revamping the company's service manuals. He is located at the Rock-Ola Torrance, Calif., office, (310)328-1306; fax (310)328-3736.

Acclaim Entertainment has promoted **JOHN PASIERB** to president of Acclaim Coin-Op Entertainment. He will be responsible for the development, marketing, and distribution of Acclaim's video games for the arcade market including the newly released game based on "Magic: The Gathering."

Pasierb joined Acclaim in 1994 as president of research and development after serving as president of engineering at American Laser Games. His career also has included posts at Scientific Games and Midway Mfg. Said Gregory Fischback, Acclaim co-chairman and chief operating officer, "We are pleased to have an executive of John's experience and insight to lead our coin-op division, enhancing and strengthening Acclaim's standing in the video arcade industry." Pasierb can be reached at (516)656-5000; fax (516)656-2040.

SCOTT TARTAGLIA has been appointed WRG ATM Services' distributor of the Money Tree Automatic Teller Machines in the Northeast. Tartaglia has formed WRG Northeast Distributors to provide operators with a full range of services from sales and installation to service and processing. The office is located at 372 Great Neck Rd., Suite 323, Great Neck, NY 11021; (888)WRG-ATMS, (888)WRGS-FAX, and e-mail (wrgatm@aol.com).

Dave & Buster's has made two staff announcements:

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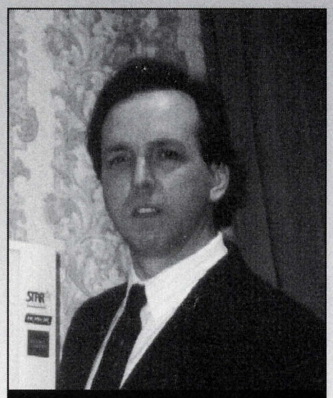
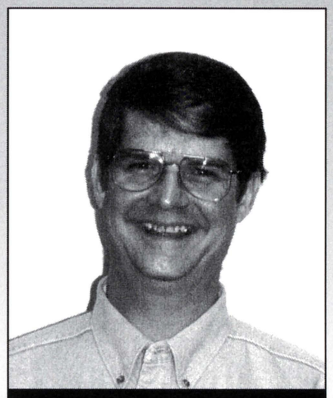
WITH THE BEST TOOLS IN THE INDUSTRY.

WHO'S NEWS



Scott Tartaglia



Mike Kistler

KIMBERLY MARTINEZ as vice president of purchasing, and **GARY DUFFEY** as vice president of amusements.

Martinez will be responsible for national purchasing and procurement along with the re-alignment of the purchasing department. She will also continue to hire and train new store managers. Martinez has been with the company since 1991 when she started out as business manager of the Houston complex. She has been operating business management team leader at all subsequent store openings and transferred to corporate headquarters in Dallas in January 1995.

Duffey will focus primarily on midway operation efficiency. He has been with the company since December 1987 when he came on-board as the first amusements manager. He was promoted to director of amusements in January 1995 to handle game sales, oversee midway operations, recruit and train amusement managers, and coordinate new store openings. Duffey was instrumental in creating the strategic expansion positions of area amusement manager and amusements operation coordinator.

Company co-founder Dave Corriveau said, "Gary has not only grown with D & B but he has been a part of the high-tech evolution since it began." Added co-founder Buster Corley, "Kim has been instrumental in our success and will be an even greater asset in her hew role. These two well-deserved promotions will strengthen our corporate structure for D & B's rapid growth." Martinez and Duffey can be reached at the Dallas headquarters, (214)357-9588.

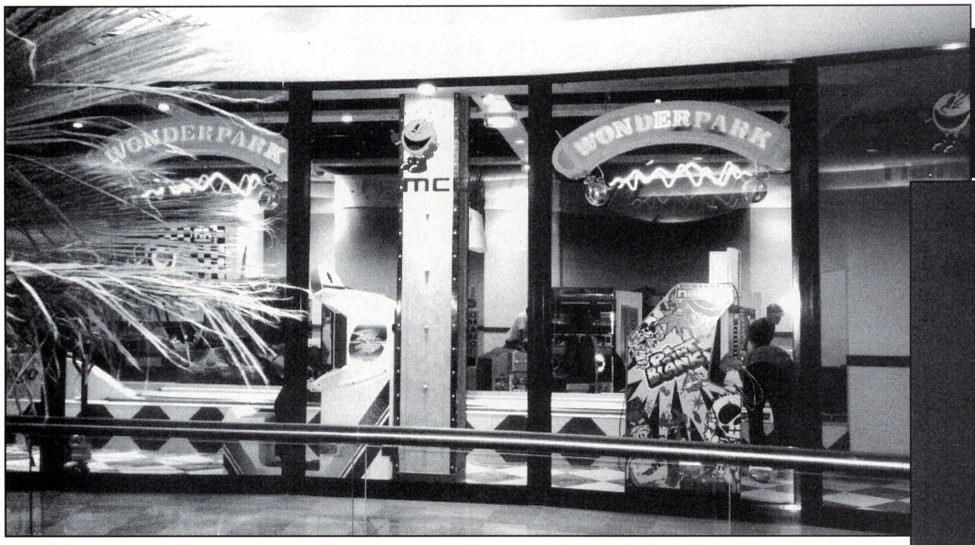
D & B has 10 locations across the United States with two more slated to open this year, In addition, a seven-store licensing agreement with Bass Plc for a chain in the United Kingdom has led to the first overseas store opening this month.

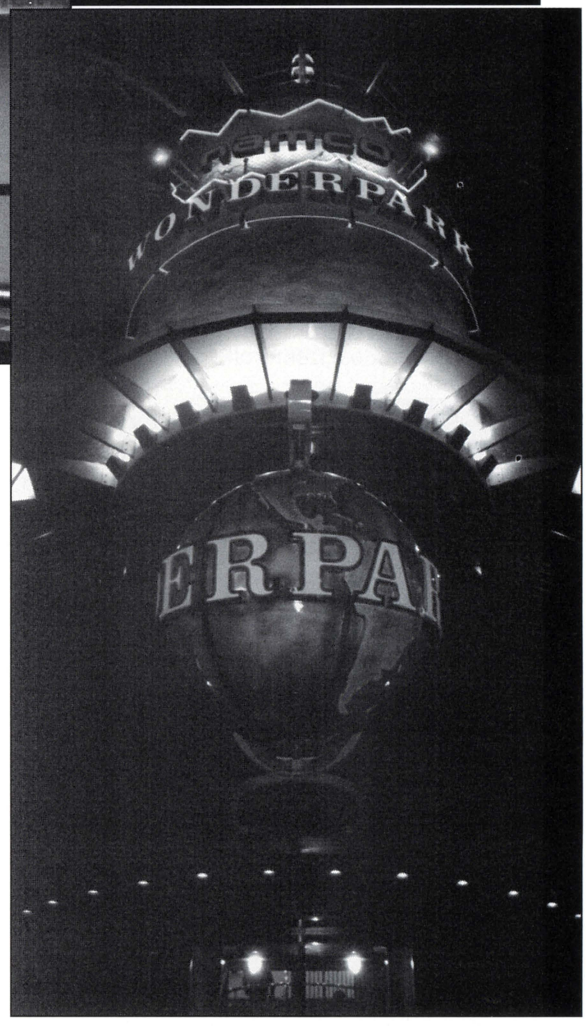
JOE POLLOCK has joined Huebler Industries as national sales manager. Pollock, who has 30 years of sales experience, said, "I look forward to working directly with Paul Huebler to continue to provide the billiard industry with the quality it has come to expect." He is located at Huebler's Linn, Mo., office, (573)897-3692; fax (573)897-4255.

Hanson Distributing Co. of Bloomington, Minn., has added **MIKE KISTLER** to its service department staff. Kistler has 17 years of industry experience including tenures with several Minnesota-based operators and distributors such as Advance Carter, Beach Distributing, and Sweet Distributing. And, for seven years he owned his own independent service company, Liberty Electronics. Kistler also is a member of the board of directors of the Minnesota Operators of Music and Amusements. He can be contacted at Hanson, (800)572-GAME or (612)884-6604; fax (612)881-7960.

Child development and education specialist **VICKI STOECKLIN** has joined the staff of White Hutchinson Leisure & Learning Group. Her responsibilities will include conducting the company's new Customer Service and Play Facilitation Training Program for children's centers White Hutchinson produces for its clients. This program is an integral part of the company's comprehensive design and development services for new and existing FECs and children's centers. ▲

Namco opens WonderParks in Germany and France





LEFT: Namco's WonderPark in Marseille, France. RIGHT: The entrance to Namco's WonderPark in Oberhausen, Germany.

Namco Operations Europe Ltd. (NOEL) has opened two new WonderPark-themed facilities in Europe: a 15,000-square-foot center in Oberhausen in the heart of industrial north Germany; and a 6,000-square-foot center in Marseille, France.

The German WonderPark is the first family entertainment center anywhere in Germany. It is situated in a new shopping mall and includes six lanes of Bowlingo, a 12-car dodgem track, pinball games, and video simulators from companies such as Atari, Konami, Namco, Sega, and Williams.

NOEL director John Bollom explained the challenges of operating in Germany: "The most notable differences between Germany and our other sites in the United Kingdom, Spain, and Israel relate to age restriction and the nature of the games. We've made the decision not to install shooting games or those with a violent theme. In addition, legislation prohibits those under 18, even if they are in a family group, which is slightly at odds with the FEC concept.

"Despite these factors Oberhausen is performing extremely well. Staff, all drawn from the local area, have been trained to our exacting standard. With 15 million people living within a one-hour traveling time, Oberhausen has one of the largest catchment areas in Europe. We're extremely pleased with its progress and confident about the future."

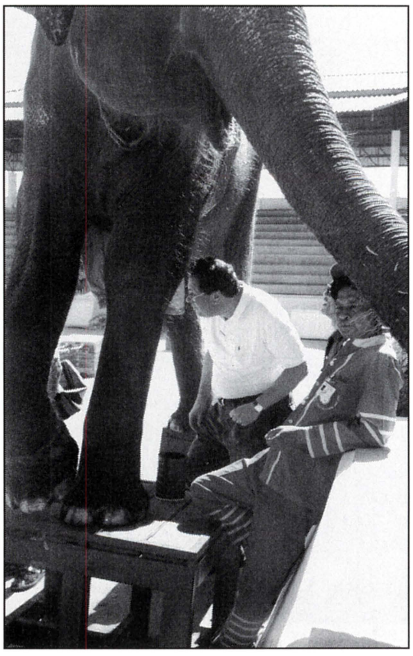
The WonderPark in Marseille is on the upper level of the city's new Grand Littoral shopping mall in Saint Antoine. Namco Operations considers it their finest fit-out to date with two lanes of Bowlingo and an arrangement of kiddie rides, Namco high-tech simulators, and the latest videos.

The facility enjoys a high traffic flow that includes a Continente hypermarket as the mall's anchor tenant, over 30 restaurants, youth-oriented retail stores, and a cinema complex set to open this summer.

Rowe officials visit Thai distributor

Rowe Intl.'s Joel Friedman (far right) and Rex Yannarell (fourth from left) join six of the eight Rojanasopondist brothers in Bangkok by the *LaserStar Caliente*.

On a recent around the world sales trip, Rowe Intl. executive vice president Joel Friedman and vice president of international sales Rex Yannarell visited Rama Intl., the Rowe distributor in Thailand. Rama Intl. hosted the first Rowe Jukebox Expo in Thailand at the Plaza Hotel in Bangkok. Over 200 visitors came to see the jukebox line and enjoy the entertainment of traditional Thai dancers and singers, Miss Thailand and members of her court, movie stars, and Thai pop singers. Friedman said, "It is a very proud day for all—the operators in Thailand, the Rama Enterprises Group, Rowe Intl., and especially the Rojanasopondist family which has done an outstanding job for Rowe.



Good luck! That's the promise for walking under the belly of an elephant, an old Thai tradition observed by Rowe Intl.'s Joel Friedman.

First India Expo proves successful

Nearly 40 companies displayed coin-op and amusement products at the first India Amusement Expo held in February at the Taj Palace Hotel in New Delhi, India. It was co-sponsored by the American Amusement Machine Association and the U.S. Embassy.

"Our first venture into the Indian marketplace more than exceeded our expectations," said AAMA executive director Bob Fay. He added, "This was the first time that the U.S. Embassy served as an official con-sponsor of a trade event, and the Embassy's involvement established credibility for the industry and the event. The marketing support and commercial advertising efforts executed locally in India through the Embassy attracted critical attention which translated into new business opportunities for exhibiting companies.

The opening of the show included an introduction from the U.S. Embassy's commercial counselor Jonathan Bensky and an address by Ashok Pradham, director general of tourism of the government of India. Frank Wisner, U.S. Ambassador to India, welcomed exhibitors with a reception at his private residence.

AAMA foreign business trade show committee co-chairman Tom Kane of Skee-Ball remarked: "Exhibitors were enthused by the overwhelming response to our products and their market potential. The stage has been set to penetrate this emerging market, and the India Amusement Expo served to facilitate the exchange of information and introduction of our products to the nearly 2,000 potential buyers of amusement products who attended the two-day exhibition."

Seminars focused on India's emerging amusement market, redemption video games, jukeboxes, table games, darts, and pinball. Next year's event will expand to cover two exhibit halls. Dates are March 11-12.

EXIME set for August

An economic rebound is expected in Mexico, which is encouraging for organizers of the AAMA-sponsored Exposicion Internacional de Maquinas de Entretenimiento (EXIME). Dates for this year are Aug. 13-14; the site is the World Trade Center (Olmeca Ballroom) in Mexico City.

Last year EXIME was produced as a tabletop show and still had over 2,000 buyers in attendance. This year the show will return to a full product event in anticipation of the increased interest in the country's recovering market.

Exhibit show hours are Aug. 13-14, 2:00 p.m.-9:00 p.m. Potential exhibitors should call W.T. Glasgow show management, (708)333-9292; fax (708)333-4086.

Brent tests Mars coin mech

Peter Murphy of Brent Leisure Spares.

Brent Leisure Spares, worldwide distributor for Mars Electronics Intl., has been testing the Cashflow CF126 coin mech that is programmed to accept the upcoming new United Kingdom coinage. It can be custom-built to recognize any international currency.

The coin mech was tested on a large sample of equipment at Namco's Meadowhall WonderPark in Sheffield, United Kingdom. Brent Leisure Spares sales manager Peter Murphy said, "Cashflow 126 has passed the site test with flying colors. We've sold more than 20,000 units and we have undertaken our own rigorous operational exam."

ENADA Spring '97 proves successful

Over 13,503 visitors attended the ENADA Spring '97 show March 6-9 at the Rimini Trade Fair in Rimini, Italy, indicating a healthy coin machine market (the 1996 figure was 12,401). The show saw a 35 percent increase in attendees from abroad over last year.

Show organizers consider these figures significant due to the high standard of the visitors. Industry members who gather every year at this spring event recognize it as a key business opportunity for meeting and updating.

The new show floor layout expanded into additional halls which made it easier for visitors to view displays of new products and services.

LOMMA golf courses open in GUATEMALA

REGLAMENTO
• NO MAS DE 4 JUGADORES POR GRUPO
• LIMITE DE 5 TIROS POR HOYO
• PROHIBIDO PEGAR A LAS PELOTAS CON VIOLENCIA
• NO SALTEAR HOYOS MANTENGA SU SECUENCIA
• PROHIBIDO USAR LENGUAJE OBSCENO
• USE RECEPTACULOS PARA BASURA
• DEMUESTRE SU CULTURA OBSERVANDO LAS REGLAS
LOMMA ENTERPRISES INC.
CLUB RULES
• NO MORE THAN FOUR PLAYERS IN A GROUP
• 5 STROKE LIMIT ON ANY HOLE
• DRIVING BALLS-SWINGING CLUBS-PROHIBITED
• DO NOT SKIP HOLES--KEEP YOUR PLACE
• PROFANITY PROHIBITED
• USE RECEPTACLES FOR CIGARETTES, MATCHES, PAPERS, ETC.
THESE RULES STRICTLY ENFORCED

Jose Schlosser's first LOMMA miniature golf course in Guatemala.

LOMMA Miniature Golf, the Scranton, Pa., miniature golf course manufacturer, has appointed LOMMA course operator Jose "Pepe" Schlosser of Guatemala to be its exclusive representative in Central America.

Schlosser is planning to open his second LOMMA facility which will be a pro-am 19-hole course. His first course installation was memorable because military guards surrounded the area. At the time the revolution was taking place!

ASI visitors

Monica and Ernesto Felix-Diaz and their son Patricio of Grupo O.N.E.S.A. in Mexico were among the international attendees at ASI in Las Vegas.

LIW taps into theme park market

The International Leisure Industry Week (LIW), one of the United Kingdom's largest business events for out-of-home leisure activities, is set for Sept. 30-Oct. 2 at the National Exhibition Centre in Birmingham.

Show organizers advise that LIW is actually nine shows in one since it includes a dedicated Attractions and Amusements show featuring theme and amusement park suppliers along with major mobile and kiddie rides, simulators, family-focused midway games, redemption, and coin-op products from AWPs to SWPs. Other parts of the show will cover catering, children's play equipment, and light/sound and ticketing/ access systems.

LIW '96 attracted a net audience of 17,450, with 83 percent of the visitors being senior decision-makers.

This year's event will again feature The Funway FEC, The Great Outdoors working theme park and children's rides, The International Rides Gallery, and the Amusements Manufacturers Showcase that provides advice on coin-op machines.

In addition, Joe Meck of Warner Brothers (Germany) will give the Leaders in Leisure keynote address on the opening day of the show.

There will also be a U.S. Pavilion profiling a range of parks and attractions products and services from American suppliers, and the World Waterpark Association will run on-site seminars in the new Water Workshops.

And, LIW organizers announce the formation of a steering committee for parks and attractions to ensure that LIW continues to develop service to the parks market. The committee will be chaired by Richard Pawley of Drayton Manor Park. Pawley is the current chairman of the British Association of Leisure Parks, Piers & Attractions.

For more information, contact Andy Center, +44 (0) 1932 564455 or e-mail (indexh@compuserve.com).

PLAY-BY-PLAY opens Hong Kong office

Play-By-Play Toys & Novelties of San Antonio, Texas, is expanding its horizons eastward.

Company chairman and CEO Arturo Torres explained: "We are pleased with how quickly our company is growing, both domestically and abroad. During the fiscal second quarter our European revenues grew by over 150 percent as compared to the same quarter last year, driven by our continued market penetration and expanded licensed product offerings.

"Also during the quarter our Hong Kong office became fully operational, giving us the ability to source products more cost-effectively, control quality, and bring products to market quicker."

IMA continues growth pattern

Results from Germany's IMA show are consolidating the event's status as a pivotal fair for decision-makers and innovations, according to show organizers.

Results of the annual IMA survey show that 59 percent of the trade visitors were independent entrepreneurs, the highest figure in the past five years. After a slight drop last year, 43 percent of the trade visitors said they placed their orders directly at the IMA.

Visitors to the Frankfurt Fairgrounds were mainly interested in amusement machines with payout, fun games, electronic darts, and coin-op Internet terminals.

Big simulators drew a lot of interest, and the share of visitors interested in sports games was evident by the enthusiasm for darts and billiards. Five companies introduced Internet terminals. Twenty-four percent of attendees showed interest in the dawning of the multimedia era in the coin-op machine industry.

Other encouraging statistics: 29 percent of attendees were first-time visitors, while 27 percent attended the last four IMAs. Show dates for 1998 are Jan. 28-31.

Indonesia to host first trade show

The first international amusement show in Indonesia, Fun Asia '97, will take place June 6-8 at the Jakarta Convention Center. Since Indonesia is the fourth most populated country in the world, with an estimated 200 million people, there is a strong growth potential for amusements.

Economic development in the Republic of Indonesia is increasing rapidly. The country's one theme park will soon be joined by four more currently under construction. Shopping malls and FECs are also in demand.

Fun Asia '97 represents an opportunity for amusement industry suppliers to reach a broad new market and form new business alliances. Scheduled exhibitors will include firms that cater to theme parks, waterparks, FECs, game centers, and leisure facilities in general. Rides, games, simulators, laser games, designers, and consultants will all be represented.

Co-organizers of the show are Fun World FEC and Expose. For more details, call (62-21) 522-2075 or 522-2077; fax (62-21) 522-2076.

INTERNATIONAL CALENDAR

May 15-16
Victorian Amusement Machine Operators Association Expo and Seminar, World Congress Centre, Melbourne, Australia. Call Ian Bunker-Smith, +61-3-9428-4688; fax +61-3-9428-4233.

June 6-8
1st Fun Asia, Jakarta Convention Center, Jakarta, Indonesia. Call 62-21-522-2075 or 62-21-522-2077; fax 62-21-522-2076.

June 17-22
Expo-Diversiones '97, Guadalajara, Jalisco, Mexico. Call (3)614-3015; fax (3)615-1483.

June 24-26
TILE '97, Palais des Congress, Strasbourg, France. Call +44-1985-846181; fax +44-1985-846163.

August 27-29
Asian Amusement & International Theme Parks Expo '97, Singapore, World Trade Centre, Call Hugh Robinson, +65-222-8550; fax +65-222-6328.

September 18-21
JAMMA, International Exhibition Centre, Tokyo, Japan. Call +81-3-3438-2363; fax +81-3-5472-7115.

September 25-29
China Amusement Expo, Beijing Exhibition Centre, Beijing PRC. Call Rebecca Chan, (852)2865-2633; fax (852)2866-1770 or (852)2866-2076.

September 30-October 2
International Leisure Industry Week, NEC, Birmingham, England. Call +44-1932-564455; fax +44-1932-560009.

October 1-3
FER-Interazar '97, Parque Ferial, Juan Carlos 1. Madrid, Spain. Call +34-3-416-1466; fax +34-3-415-0095.

October 16-19
ENADA '97, Rome Fairgrounds, Rome, Italy. Call (06)440-17-18; fax (06)440-27-18.

October 24-26
5th Park Show, Rimini, Italy. Contact Rimini Trade Fair Corp., +39-541-711-240; fax +39-541-711-519.

November 19-21
3rd International Amusement Expo, Sheraton Buenos Aires Hotel & Towers, Buenos Aires, Argentina. Phone and fax: 541-3227039.

November 28-30
GTI Expo '97, Taichung World Trade Center, Taichung, Taiwan. Call Lauren Swartz, +886-2-760-7407; fax +886-2-762-3873.

December 9-12
Forainexpo Lyon '97, Eurexpo Lyon, France. Call 33-1-47-56-21-08; fax 33-1-47-56-21-10/20. ▲

SEMINAR REVIEW

How to reach 51% of the population

Since females represent over half of the buying public it should naturally follow that the coin-op entertainment industry pay close attention to their preferences. That's not the case. Perhaps a seminar geared to this topic will help open the door to a better understanding of this significant audience.

"*Ms. Pac-Man* is an antiquated game but there's one in every game room, usually being played by a woman," remarked Celia Pearce of Momentum Media Group during a valuable seminar on marketing to women at the recent Amusement Showcase Intl.

The deserving subject was covered under the title, "What Do Women Want, Politically Correct: Marketing to Women." Four knowledgeable ladies guided the session: Roberta Perry of Edwards Technolgies, Jill Bensley of JB Research, Normalynn Cutler of Cutler Enterprises, and Pearce.

"What can you do right now to be more female-friendly?" inquired Bensley. The answer: "It's in the details." High on the priority list for females are lighting, safety, and atmosphere, she advised. "Just lowering your price won't do it."

Uncertain that women play games? Bensley mentioned the fact that the *Barbie Fashion Show* CD-ROM computer game outsold all others in its first month. "Hook your female audience and your ROI will soar," she said.

Pearce commented that adolescent and college-age males are really a small target market for an industry. She classified many games on the market as High-Tech/Low Brow. These require high technology to produce but are neolithic in nature (based on behavior sets).

She asked, "Are violent video games what the market wants or is it a self-fulfilling prophecy?" Much of the technology used in today's games was originally created for the military, says Pearce, which explains the emphasis on fighting and racing, two areas where men excel.

She was surprised that such amazing technology went into the design of games directed at players' characters hitting each other. The typical arcade game has reincarnation at its core, where players keep coming back to fight again and again.

Having female characters in brief attire in such games is not the answer to draw more female players, according to Pearce, who quipped, "I for one always like to do my martial arts in a negligee."

She cited the two-player video, *Super Puzzle Fighter II*, as a game with aspects that appeal to women with its mostly female characters and pattern recognition features. Pearce also mentioned the PC game *Myst,* which has totally defied all market wisdom to become one of the best-selling CD-ROM games. In the game players navigate through beautiful images to gain clues. Those pleasing images rate high with women.

Token decor changes in a location won't make the cut either. As Pearce said, "You can't decorate your way into women's hearts."

According to Pearce women like collecting *(Pac-Man)*, creating, constructing *(Tetris)*, connecting, and good story and character content *(Myst)*. They also like exploring, encouragement, and social interaction. Unlike men, they are discouraged when their character dies in a game; it's a complete turn-off.

On the other side, men like shooting, racing, penalties, challenges, suspense, time limits, and individual achievement skills.

From left: Normalynn Cutler, Jill Bensley, Celia Pearce, and Roberta Perry shed light on marketing to women.

The one common interest shared by both men and women in games is role-playing.

One of the reasons for the present crop of games, said Pearce, is that men run most of the companies: "As long as you have male-dominated companies you'll have male-dominated theme games."

She favors female involvement in game design from the bottom level. "The ideal," concluded Pearce, "is to create games that are appealing to everyone."

The panelists stressed the importance of market research. The extra benefit, said Perry: "When you discover what women want you also learn more about what men want."

Cutler focused on how to draw women to facilities and bring their under-driving-age children. "Mothers have no place to go inside many family entertainment centers," she said. "Centers must realign their thinking and reassess their space. Women like camaraderie. They will come to your location more often if they identify with your facility, feel comfortable there, and can spend time with their friends."

To this end she and the panel agreed on positive steps such as lowering noise levels, providing comfortable seating areas, and offering brand-name coffee or other beverages and food items that women like. In addition, create color-coded zones for different activities, keeping in mind that mothers don't want their little children mingling with older children playing games.

Also, advertise the things that appeal to women in your location. It's not a matter of putting flowers all over. Bensley said, "If the facility has a sports theme, highlight famous female athletes. Make it female and females will come." ▲

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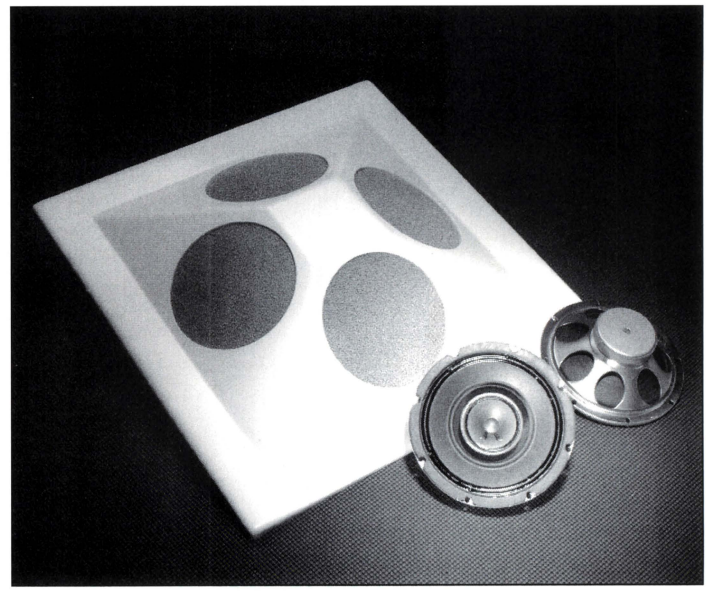

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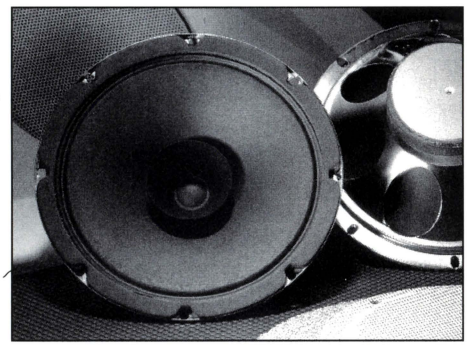

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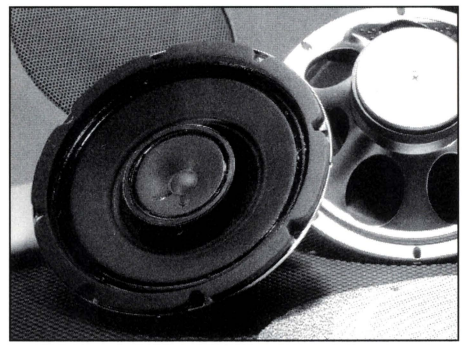

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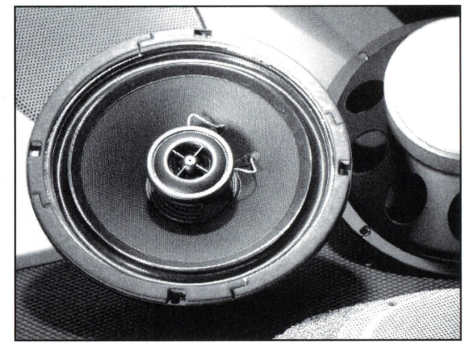

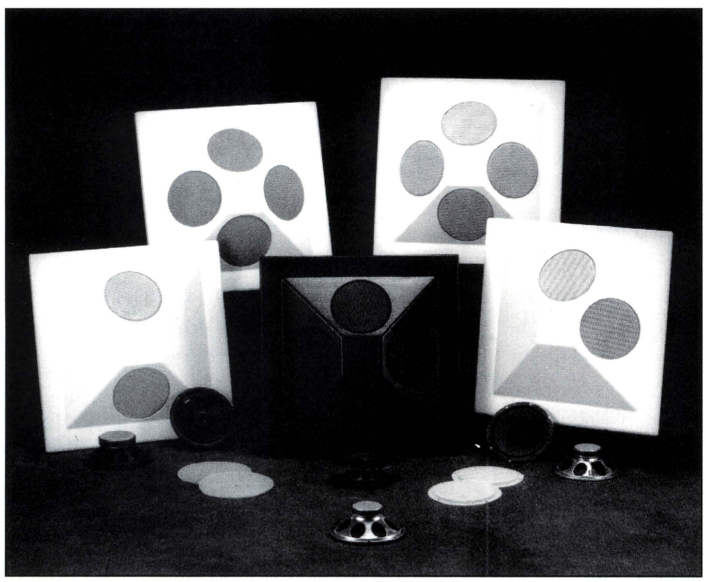

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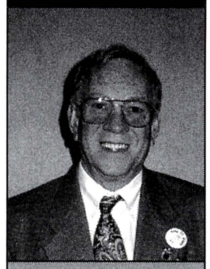

Jerry Derrick

PROPOSED BOARD CHANGES: what they really mean

In March, the AMOA board of directors proposed several infrastructure changes to be voted on this fall by the membership during AMOA Expo '97 in Atlanta.

The changes include modifying the association's name, reducing the number of individuals on the board, and allowing manufacturers and suppliers seats on the board. The following are answers to some of the most frequently asked questions about the proposals.

Will a leaner, more focused organization with an amended name be able to stay competitive in the changing world of coin-op entertainment? The current board thinks it's worth a try.

Why is the AMOA board proposing these changes?

Quite simply, the industry is experiencing significant change which is expected to accelerate during the next several years. I'm speaking of industry consolidations, changing consumer demographics, a quirky economy, a proliferation of trade shows, etc. To remain relevant to both our members and the industry, AMOA must implement certain infrastructure changes to better react and keep the association competitive.

One of the proposed changes is to modify the association's name from the Amusement & Music Operators Association to the Amusement & Music Owners Association.

Why change the name?

Remember that AMOA was formed in 1948 as the Music Operators Association—or MOA. In 1976 we changed our name to the current AMOA (adding the word Amusement) to better reflect the activities of our membership.

For the past several years, many on the board—including at least one past president—felt strongly that the word *Owner* had a more positive connotation than the word *Operator* and had lobbied for this change.

The board's consensus is that, along with the other changes we are now proposing, the time is right to modify the name. In any case, the association is still and will unequivocally remain an organization dedicated to being the voice of owners and operators.

The board is proposing reducing its size from 48 to 21 members. One of the traditional reasons for this large number was representation from every state.

Won't that representation change?

Representation from every state is good in theory. But, practically speak-

ing, it was never the case. Under AMOA's existing bylaws, up to three members of the board could be from a single state. In reality, at any one time, perhaps only 17-25 states were represented on the board.

The proposed changes create positions for nine regional directors and six at-large directors. In today's economic climate, regions play a significant role and share common interests. In our attempt to reduce the size of the board, this seemed a logical approach so that all areas of the country are represented.

Perhaps it's even more fair than the existing system which, again in theory, could have over-representation if several states in a one region had, say, three representatives each on the board.

Have the regions been determined yet?

No. That will occur if the proposed changes are approved. However, one of the nine regions could possibly be filled by an international representative to the board.

What effect will reducing the board have on the overall decision-making process?

It will streamline decision-making. As the old saying goes, "too many hands in the..." We feel the board can be more effective in making decisions as a smaller body. Plus, we can reduce AMOA's administrative overhead with a smaller board.

And—we hope—a smaller board will, because of the nominating and recruitment process, be comprised of an even more dedicated and focused group of individuals. This is simply one of the benefits of a more streamlined organization.

What about reducing the number of committees?

The same logic applies. When you have the nearly 50 committees, subcommittees, and ad hoc committees that AMOA now has, there's the risk of the right hand not knowing what the left is doing. By creating nine permanent committees, which is what we are proposing, you create a more streamlined infrastructure.

"The association is still and will unequivocally remain an organization dedicated to being the voice of owners and operators."

Of course, these committees can create specially focused ad hoc committees to deal with specific industry developments and issues. But the internal efficiencies are greatly enhanced when you have a limited number of committees responsible for broader and more focused areas.

This restructuring will also enable us to address issues from a Big Picture perspective. For example, Membership & Marketing—one of the newly proposed committees—covers the more broad-based efforts of marketing the association, which is much-needed.

It also enables us to take firm action in areas such as membership services, programs, and recruitment from a more sophisticated marketing viewpoint. This is not the case now. As it

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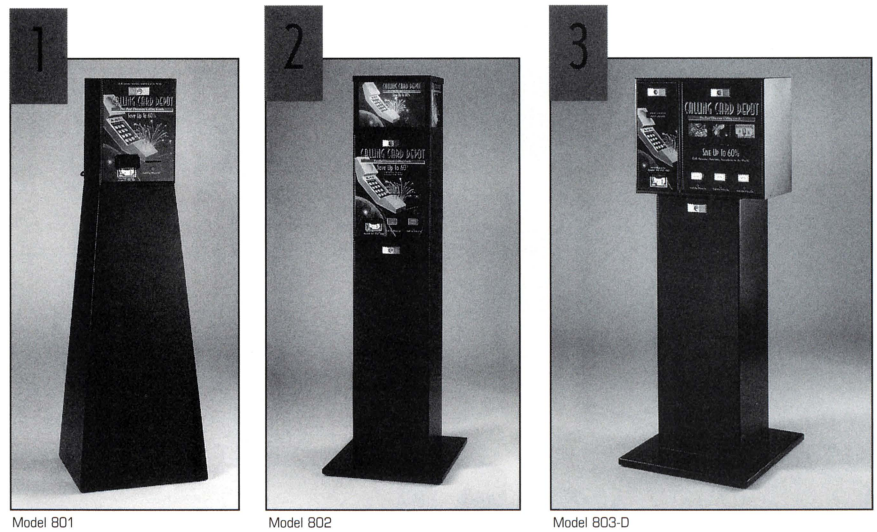

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stands now, the Big Picture is many small pictures with no cohesive focus.

OK, here's a major concern. Under the proposed changes, manufacturers and suppliers can hold up to six board positions. They have their own organization. Isn't ours for owners and operators? And isn't there the risk of them taking over AMOA?

It's a very good question and one that was not taken lightly by your board when it was developing the proposed changes. A board, I might add, that is comprised of owners/operators like yourself who share the same concerns.

Remember, the changes allow up to six of the board positions to be filled by manufacturers and suppliers. Again, that is a maximum of six out of 21—certainly not a majority, but a voice within the board.

In reality, it will more than likely be much less than six. Perhaps this actual number will be nominal, like one or two. Plus, to become a member of the board, individuals must still go through the same stringent nominating, credential, and approval process as all other board members before taking a seat.

To ease those fears of some owners/operators, quite bluntly: an individual who is adversarial to the needs of owners/operators who happens to be a manufacturer or supplier would have virtually no chance of taking a seat on the board. Period

We feel that by allowing manufacturers and suppliers to hold seats on the board that we are pro-actively evolving into an association that represents the concerns of the *entire* industry, not just one segment.

In these increasingly competitive times, there are many issues that must be addressed as an industry that are broader in scope. Just a few examples include passage of dollar coin legislation, video content, and how we run our trade show.

There is limited space to answer all your questions. But I promise that as the year progresses and new questions arise, they will be answered. ▲

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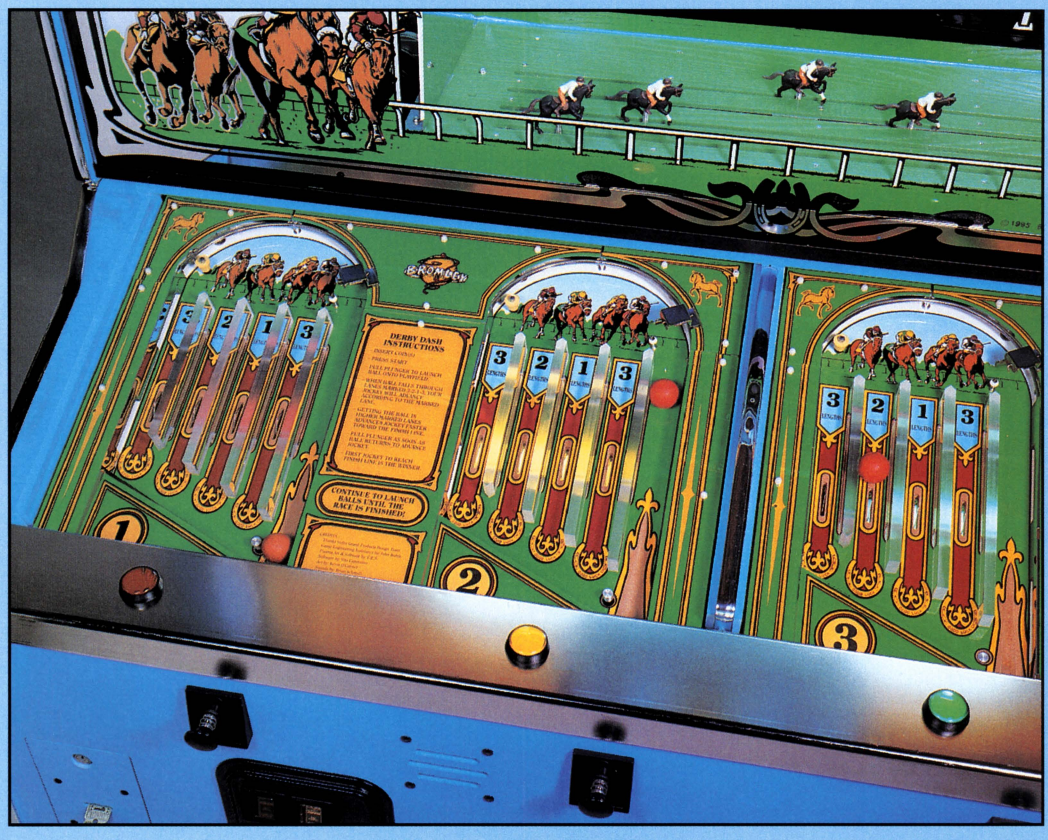

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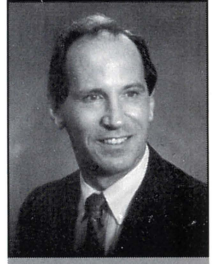


Big trouble in TEXAS

There is trouble for the industry in Texas. Since 1995 Texas has been one of those states that defines the crime of possessing a gambling device, not in terms of whether there is more chance than skill in the operation of the device, but in terms of the value of the prize. This is an enlightened view which focuses directly on the harm caused by unregulated gambling, rather than an artificial and often inappropriate definition of the implements of unregulated gambling.

Texas' period of enlightenment may revert to a dark age of repressive state policy and new enforcement powers likely to be abused. Moreover, penalties will be upgraded from misdemeanor to felony—inappropriate where the standard of prohibited conduct is defined imprecisely.

The 1995 law (also passed in 1993) decriminalized amusement redemption games in which chance predominates, as follows:

"The term gambling device does not include any electronic, electromechanical, or mechanical contrivance designed, made and adapted solely for bona fide amusement purposes if the contrivance rewards the player exclusively with non-cash merchandise prizes, toys, or novelties, or a representation of value redeemable for those items, that have a wholesale value from a single play of the game or device of not more than 10 times the amount charged to play the game or device once or five dollars, whichever is less."

The law put an end to a series of inconsistent decisions of the Texas courts of appeals, concerning how much skill was needed to make your game lawful. It brought to Texas a new and enlightened policy which enabled the operator to be confident that his equipment was within the law, even though there was no approval agency to guide the operator. The operator had only to keep his practice of awards within the state's limits, and his amusement game was lawful. Soon, this may change.

Two bills have been introduced in the current session of the Texas Legislature. The shorter of the two is House Bill 3350. It was sponsored by Rep. Allen Place, who chairs the Criminal Jurisprudence Committee. The bill was referred to the sponsor's committee. House Bill 3350 would simply repeal the safe-harbor exception for bona fide amusement devices which award merchandise prizes of limited value. If this bill passes, it will leave the industry with the overall prohibition of prize awards from amusement devices that involve any element of chance. Think about it.

The longer bill will be even more harmful if it is passed. Senate Bill 1701 was introduced by Sen. David Sibly. It has been referred to the State Affair's Committee, chaired by Sen. Ken Ambrister. The bill was prepared by Gov. Bush's staff and has the support of the governor's administration.

Senate Bill 1701 would do far more damage than simple repeal of the amusement safe-harbor. The bill would prohibit all amusement redemption except for games which involve "substantial skill"—whatever that is. Moreover, the law would make it a crime to possess a wide variety of machines having certain features. These are:

1. Video games, regardless of the presence or absence of chance, which award free games or redemption tickets.

2. Any machine which operates partially by chance (one possible interpretation could be operation with a tiny bit of chance), awards credits or free games, records them, and allows them to be canceled by a means other

TOM
FRICKE

than continuous play, or can be made to perform these recording and cancellation functions by dip-switch settings.

3. A machine which accepts more than one coin to influence the outcome of a single play (even if the multicoin option influences only difficulty).

4. A machine which has an internal retention mechanism that controls or determines the outcome of a single play.

5. A machine which plays or simulates a casino game (presumably, even if skill predominates in play and the simulation is only partial) and permits the recording and/or removal of credits or free games other than by continuous play.

For many years, Texas has exempted carnival games from the skill requirement. This separate exemption imposes a prize limit of $25 per game and applies only to carnivals sponsored by nonprofit organizations chartered before 1955. No more, if Senate Bill 1701 passes. Just like amusement redemption, midway games at traveling shows will have to include substantial skill.

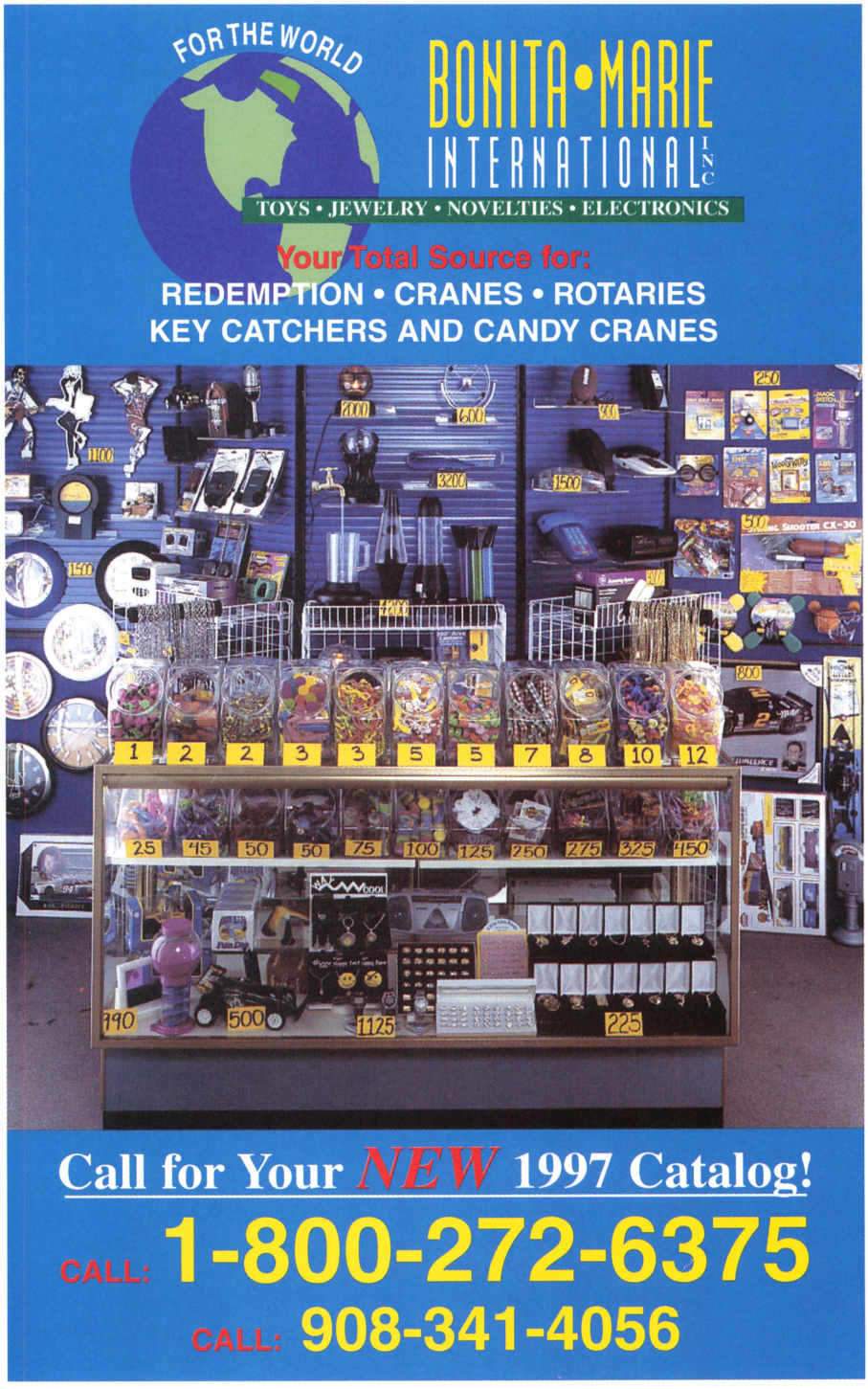
Senate Bill 1701 broadens the crime of maintaining a gambling place to include maintaining a computer used for gambling purposes.

It is the penalty provisions which lend perspective to the inequity of this bill. Substantially all penalties are upgraded. One penalty that could apply to the operator of an amusement game without enough skill in the game is upgraded from a misdemeanor to "state jail felony." Further increases in penalties would apply to a continuing series of uses aggregating more than $20,000.

There are tough new registration and permitting requirements. Violate them and pay a fine of $2,000 per day. Finally, the tax collector would be able to seize your machine if he thinks the skill involved isn't substantial enough. Feeling outraged yet? Then think about this. The bill was drafted without one word of consultation with our industry and was introduced on the latest date for the introduction of bills, Pearl Harbor-style.

AMOT wasn't caught sleeping, however. Within days following the introduction, the association held a well attended general membership meeting, raised the beginnings of an adequate war chest, and hired a team of competent professionals under the direction of its advocate in the legislature, Bill Pewitt. IAFEC wasn't caught napping either. In next month's column, I hope to report, among other things, the responses of other trade associations, whose constituents will be profoundly affected if either of these bills is passed.

I believe that no component of the related coin-op, LBE, and leisure industries can afford to do less than their utmost to insure that both House Bill 3350 and Senate Bill 1701 are stillborn. To fail to achieve this result would be more than a disaster in Texas. It would be a harmful precedent which demagogues in other states might be tempted to follow. ▲



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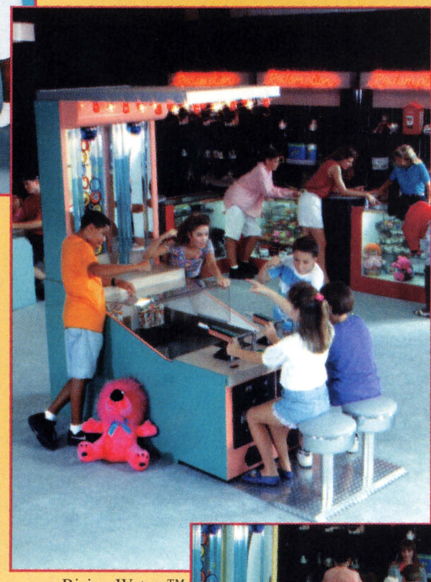

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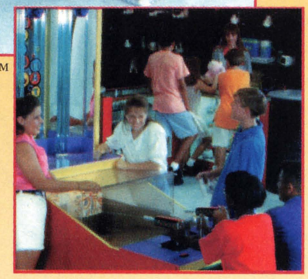

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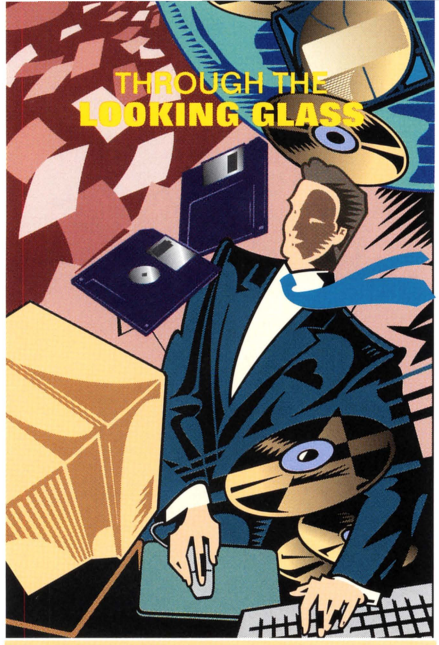

MICROSOFT, AMOA, EDS, and NANI—

What is going on here?

[Editorís Note: This month 's look at technology comes from the founder of TVphone Inc., John Klayh. TVphone, based in Winnepeg, Manitoba, Canada, is co-partner with AMOA in the National Amusement Network Inc.]

At the ASI show in Las Vegas, Microsoft and AMOA/NANI introduced coin-operated game machines that run on off-the-shelf personal computers and Microsoft operating systems. These new game machines, called the "Public PC," will revolutionize coin-op.

The purpose of this article is to explain what the Public PC is, how the Public PC and NANI fit into the amusement industry, and what they mean to operators, distributors, and manufacturers.

Several years ago, the AMOA board concluded that they must deal with the serious problem the amusement industry is facing, or traditional route operators as we know them may not survive. These problems include a shrinking cash box, increasing equipment costs, competition from powerful home game systems, potential competition from cable and phone companies, and competition from manufacturers that own their own locations.

The AMOA solution

The AMOA formed the AMOA Technology Committee to study the industry and come up with solutions to the problems it faces. A series of design sessions were held with operators from around the country to study ways in which their route operations could be improved. Throughout these sessions, methods of improving the game-playing experience were considered. While many people believe operators do not charge enough per game play, surveys show players have more entertainment choices today than ever before, with many offering greater entertainment value per dollar spent than coin-op games provide. The committee concluded raising game play prices was not a viable option. However, studies of industries facing a similar problem of high operating costs and low prices revealed the fact that they had been able to minimize these problems by subsidizing their costs with ad revenues, and the decision to pursue an ad-based model was reached.

The committee also realized that it is game software that attracts players and not hardware, and that it would be necessary to separate the two for the amusement industry to grow. If coin-op software were not separated from the hardware it runs on, the cost of manufacturing coin-op equipment would remain a barrier to entry for software developers that would limit competition and keep prices high. This would lead to a lack of innovation in game design that would lose players and hurt the video game business, which is what happened.

A plan was created to separate hardware and software in coin-op games and adopt PC standards for both, in order to create competition in the design of games and bring innovation back into the business. With the adoption of PC standards, the committee believes coin-op will gain new revenue sources, have access to thousands of game titles available on the PC, benefit from fierce competition in the supply of computers and components, and gain low-cost hardware and software upgradeability.

The AMOA board also decided to build a nationwide computer network that would offer games, tournaments, multiple services, and support connection to PCs as well as proprietary

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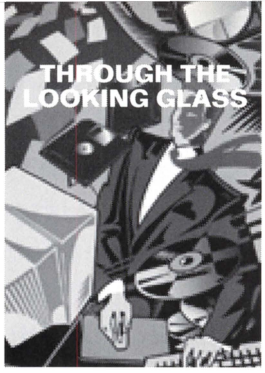


game machines made by existing coin-op manufacturers. The board decided to enter the networking business on behalf of its members to ensure that the market remains competitive and play a leading role in developing new technologies.

NANI, EDS, and Microsoft

To carry out its planned objectives, the AMOA formed the National Amusement Network Inc., or NANI, a not-for-profit subsidiary similar in structure to the National Dart Association. NANI is responsible for building and operating AMOA's computer network, and for developing the Public PC. Several private companies were asked to contribute capital or expertise to the project, including EDS, the worldís leading information technology and networking firm.

EDS is responsible for building the network operated by NANI and maintaining its uptime performance 24 hours a day, seven days a week. Through its agreement with EDS, AMOA members can connect over one million games to the NANI network and maintain active user accounts for every player in North America.

To design the PC side of the system, the AMOA asked Microsoft for help. Microsoft's plan for the evolution of the PC is ideally suited to the amusement industry. Their operating systems support connection to networks of all types and are designed to handle high-end 3-D graphics, motion video, and other multimedia applications.

Microsoft's Direct-X technology allows operators to change the hardware and software in a Public PC independently of each other, with the software being able to scale its performance to the capabilities of the hardware installed. This device independence enables operators to upgrade their hardware and software when it makes sense to do so, while being assured that competition among hardware vendors will keep prices low, without reducing the value of the software installed on each machine.

The Public PC solution

In the Microsoft/AMOA/NANI booth at the ASI show, eight different game machines from different manufacturers were on display, and all were running off-the-shelf Pentium computers inside traditional coin-op cabinets. Each of the components in these cabinets came from different PC suppliers and are widely available at competitive prices. All of the PC-based game machines shown were running Microsoft operating systems, with the NANI machines running a specialized AMOA interface that runs on a beta version of Microsoft DirectArcade.

The AMOA interface was developed exclusively for the coin-op industry for use on the Public PC. This interface:

- keeps players from deleting files on the PC
- enables software developers to run standard Windows games in coin-op
- enables operators to run multiple games on one machine
- provides access to any network
- supports advertising

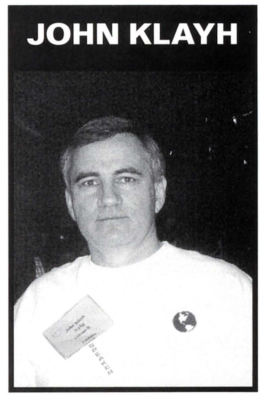
Also introduced at the show were six standard control panels for AMOA and Microsoft by Happ Controls. The control panels were standardized for several reasons. The first is so that the 7,000 developers of home games can write for coin-op. Currently the proprietary used in coin-op games and a lack of standards limits outside developers' access to the coin-op market. However, with the adoption of standard control panels and a PC platform, home game developers know exactly which buttons, joysticks, and other control devices will be available along with their precise location, making it possible to design games with the certainty that players will have the correct controls.

The second reason control panels were standardized is to allow multiple games to operate on a single game machine. Currently, players are forced to walk away from a machine if they don't like what is playing on it, which costs operators money. On the Public PC, players are given the choice of selecting multiple games from a menu, along with unrestricted Internet access and other services in order to offer at least one game or service that will appeal to them. Since all of the games installed on the machine must run off of the same control panel, those panels had to be standardized.

The benefits of standardized components

In addition to the benefits standardized control panels offer, standardization of the other components in the Public PC will help operators, distributors, and manufacturers lower their equipment financing costs. Historically, operators have been forced to finance their equipment through distributors, high-cost lenders, or through personal loans at banks, because dedicated game machines have no collateral value. (What is a one-year-old bad game worth?) When banks look for collateral in the game operators buy, all they can see are proprietary motherboards they know nothing about, and little else of value. When a game is played out they know the motherboard has to be thrown away and a new kit installed, and they know chipboard cabinets have no value outside our industry.

However, the Public PC changes that. By unbundling the components in a game, a bank can for the first time in history look at an operator's inventory or distributor's receivables and make lending decisions based on the market value of the PC hardware inside the cabinets. Ask a bank how much differently they would view your equipment if it was made up of off-the-shelf Compaq computers and other industry standard components made by major computer industry suppliers. Banks can easily identify the collateral and current market value of PC components; something they cannot do with proprietary amusement games.



In addition, the collateral value of the Public PC can easily be main-

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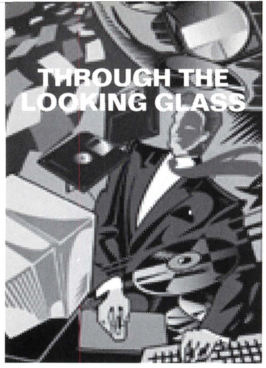

tained by buying state-of-the-art PCs when they are newly released and selling them quickly after a number of months before their value falls too significantly. This is the same strategy being used by rental car agencies with their new rental cars. You should be able to recover any depreciation you incur when you write down the PCs you sell through income forecasting. An added benefit of this approach will be the ability to claim every PC, every component, and each piece of game software you buy as a tax-deductible expense under income forecasting, because you are now testing various games and PC components for your route.

Buy only complete PCs

We recommend that you buy only brand name, complete PCs and not PC motherboards for the Public PC for a number of reasons. Banks are not in the business of assembling components and will be unable to collateralize stand-alone PC motherboards. However, brand name, complete PCs have value both to the banks and the public should the bank have to reclaim those assets, which is a consideration they will make when valuing your collateral.

The second reason you should buy complete, brand name PCs is to avoid software and hardware compatibility problems and high component failure rates. Lower cost PC motherboards and components are cheaper because vendors buy microprocessors from the factory with certain functionality disabled. Then they substitute lower cost components for the disabled functionality that higher end products have built in. The best advice I can give is to shop hard for brand name merchandise with compatibility guarantees.

The third reason you should use brand name, complete PCs is to avoid being locked into proprietary hardware solutions. At least one manufacturer we spoke to plans to use proprietary PC motherboards in the Public PC. Although this may take you one step closer to a PC in a cabinet, at the end of the day you will still be locked into their hardware solution, in which there is no competition. In the new Public PC model, all of the components are unbundled—you can buy (and sell) them anywhere. The computers could come from Best Buy with Microsoft Windows already installed, the AMOA shell is free from AMOA, the control panels available from Happ, and every other component needed is widely available from multiple suppliers.

An advertising model for coin-op

Earlier I discussed the advertising model supported by the AMOA interface. For those of you who have seen it, the AMOA interface running on the NANI machines supports full-motion video ads with stereo sound. Ads can be attached to anything that plays on the Public PC. If, for example, you were running a racing or fighting game on your Public PC, ads could be played at the beginning and end of the game just like they are in television shows. Ads can also be played in the attract screens of the game, and have a built-in billing system to bring ad revenues to operators.

To ensure that ad revenues are maximized, NANI has established relationships with organizations that will actually put ads on your Public PC machines and pay you for the ad space. You will also find software developers, your distributors, and other companies will be able to create advertising that runs on a Public PC because NANI uses standard, non-proprietary ways of putting ads onto the machine. To prove how powerful this concept is, Monolith Productions, the game development company with the number one PC game title in the market today, has written two games for the Public PC which they will give to operators for free in exchange for the ad revenues those games earn.

The impact of advertising on coin-op

NANI's advertising model will sway the balance of power in coin-op route operations. Rumors have been circulating for several years that traditional street operators are dead, while FECs and LBEs are the future of coin-op. Let me kill those rumors right now. Route operations are going to be the strongest form of business in the amusement industry for the next 10 years, and here's why.

If you'll look at the million or so street locations that route operators are in, you quickly realize that nearly every person in America passes by an amusement game several times a week. You may ask why this is important. Well, just look around you. On every commercial street in your city you will see billboards, signs, and ads everywhere. There are ads on bus shelters, buses and taxis, seats at bus stops, on every building, and in every shop window. Exposing people to drive-by and walk-by advertising is vitally important to selling products and services, and it's a major business.

However, all of these ads are one-dimensional—they don't talk, they don't sing, they can't provide more information than what is on their cover. On the other hand, the Public PC amusement machines connected to NANI with the AMOA interface have the advantage of being full-color, motion video advertising billboards in potentially over a million locations in every corner of America. You cannot go into any town anywhere on this continent from Barrow, Alaska, to Chetuma, Mexico, and not pass by an amusement game. This wide coverage of ads is critically important to advertisers, and only route operations have this coverage.

While many people think LBEs and FECs are the real deal, think about them from an advertiser's perspective. If you were an advertising agency with a bunch of billboards, would you rent a big chunk of land at the edge of town (like they do with theme parks or FECs) and put all the billboards on that land, and then ask people to drive 20 miles across town to look at your billboards? Or if you were a bank, would you gather all your ATM banking machines into a big bank at the edge of town and ask all of your customers to drive across

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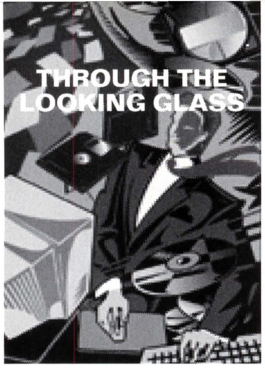

town to do their banking? Obviously not, for that would defeat the whole purpose of convenience and availability. If you were an advertising agency or a bank you would want your billboards and your ATM banking machines spread out over every inch of the country so that no matter what people did, they saw them.

If given the choice between advertising in 5,000 to 7,000 FECs and LBEs in our industry or the million or so locations route operators have throughout North America with access to every person on the continent, advertisers will choose the coverage given by route operators.

This obviously raises the question of what impact the Public PC and an advertising model will have on FECs. If every dollar paid into a Public PC for game play is subsidized by ad revenues and is offset with a $1 refund on gas for a player's car, how much money do you think that player will spend? Could a route operator's machines have the potential of earning $10 from every customer that walks in the door? If a player spends that much money through the week on route machines, how much money are they going to have left for the weekend FEC? Now, I'm not suggesting that we are anti-competitive with FECs, but I am pointing out the fact that the route operator is probably one of the most important guys in America in an advertising-based model.

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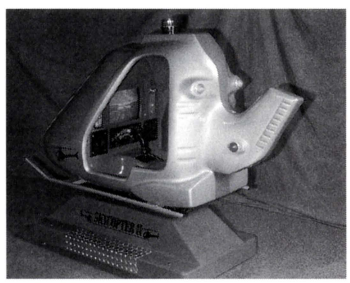

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A surge of new investment

The Public PC and its ad-based model are great news for our industry. As route operators begin to see ad revenues that subsidize the cost of their machines, it will become obvious that all of their video games should operate on the Public PC model. This will require a complete changeover of all the equipment that's in the market. If there are a million video locations in North America, someone is going to sell one million PCs, one million VGA monitors, a million PC components, and a million specialized cabinets.

In addition to the change-out of equipment, there will be a second major change in our business. Imagine what happens when a major advertiser like Coca-Cola can create an ad and place it on one million interactive billboards on the Public PC. Then a smart company like Williams Bally/Midway comes along with *Cruis'n World* and ties it to the Coke promotion. Within a week every Public PC in the nation will have the game, and players everywhere will see TV ads for it. On Friday night, NANI will run a Coke *Cruis'n* tournament in which tens of billions of people compete. The tournament becomes a huge media event with major sponsors backing it, and instantly, like the release of a new movie, everybody gets blockbuster revenues. How many of you would object to paying Williams $500 for a

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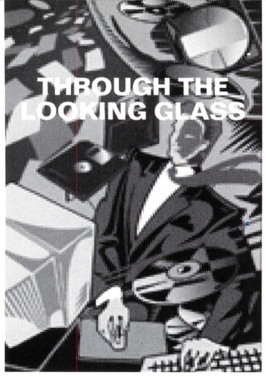

copy of an ad-backed version of *Cruis'n* on CD-ROM under these circumstances? If you all bought the CD-ROM, Williams would pick up a cool $5 million. And, if the game has legs, like *Cruis'n* does, how much money would you make?

What should operators do?

At this point you may ask how you can take advantage of the benefits the Public PC offers? In addition to all of the benefits previously cited, by buying the standardized components used in the Public PC, operators will benefit from the lower prices resulting from a brutally competitive market. You can see the results of this competition by reading computer price ads in your local newspaper.

You need to support the move to the Public PC with your purchasing dollars. Ask your distributors to carry the Public PC and insist that the manufacturers they buy from and conform to the Public PC standard. Why continue to buy game software for non-PC platforms?

Also remember one fact clearly: our business is about software, not hardware, and we do not have enough good titles. Give the home PC software developers a chance; they are just like you, thousands of small businesses that can only succeed if you succeed. If you are worried about having enough software available for the Public PC, consider the changes that are going on in the marketplace.

By the time you read this article, Microsoft and AMOA will have given out 6,000 copies of the software development tool kit needed to make games for the Public PC to 6,000 of the top game developers in the PC industry at the Computer Game Developers Conference last month. Using this tool kit, which uses a beta version of Microsoft's DirectArcade technology, these 6,000 software developers can make an existing Windows 95 game work on the Public PC in anywhere from one day to three months. If it is a Windows game under development, making it Public PC compatible requires no additional effort. There are at least 50 great driving games in the home market, 20 or more fantastic golf games, and hundreds of fighting and flying games, all of which can easily be modified for coin-op. Microsoft has told us that every home game developer it has spoken to is motivated to support the Public PC model for a number of simple and powerful reasons.

In the home game industry there are more than 7,000 titles available, mostly backed by personal funds and venture capital. With 7,000 titles available, you can quickly figure out that there is no way that 7,000 titles are going to fit on Best Buy's shelves or anyone else's shelves for that matter.

How are all of these games going to be sold? The simple answer is they're not, which means a lot of game developers badly need customers for their games. Although some of these titles may be duds, many of them will be pretty good (think of *Tournament Solitaire* and some of the other PC games). Our industry represents brand new shelf space. The venture capitalists backing the developers are certain to want their money back so we all have strong reasons to work together.

Paying for these games will also require a new model. It can best be explained by describing how Blockbuster buys its movies. When Blockbuster buys movies to rent out, they pay more for that movie than you would at Wal-Mart because it's being rented for public performance. While the movie might cost $10 at Wal-Mart, Blockbuster may pay $100 per copy. Since we are buying copies of games that we intend to rent out, we have to expect to pay more. If a million Public PC machines need 10 new games per year or more, and if the average cost to operators is $500 per copy, coin-op represents a $5 billion a year customer to home game developers.

Some of you may say I'm crazy. Our industry cannot pay that much for games. While that may be true for coin-op today, state lotteries have proven that people over 40, many of them women, will spend $400 billion a year playing silly card games. We obviously have something to learn about making games that we have not figured out yet. When we do, we will make one heck of a lot more money than we have in the past. The only way we are going to do that is by unleashing 6,000 hungry game developers on our business.

Another reason PC game developers will write games for coin-op is because the console boys have limited game developers' options. If a developer wants to write games for Sega, Sony, or Nintendo, they have to pay huge up-front license fees plus give up most of the profit. In addition, console games only reach 45 percent of all U.S. households while coin-op games reach everyone in the nation, and our players don't have to own a console game or PC to play.

In summary, there are compelling reasons for PC software developers to write games for the Public PC. But there is one issue I need to address on this subject, and that is our industry's fear that home games will steal revenue from operators. Let me dispel that myth right now. GT Interactive, one of the leading software publishers in the home market, gave me some shocking figures about the home market that should be very reassuring to you: an average game title may only sell 150,000 copies, a good selling title 300,000 copies, and the top blockbuster hits of all time only a million copies or so (and there are not many of those). We have 88 million customers in our industry. If only one million have ever seen the top PC titles, we need those home games right now because most of our players have never seen them. Where's the competition from the home?

Benefits to distributors

Here are some benefits to distributors:

1. The sale of new equipment: Microsoft and AMOA/NANI have created a new way of doing business in coin-op, which requires a new type of equipment that is 1) PC-based, 2) runs Microsoft operating systems, 3) would look a lot better in new cabinets, and 4) has more earning potential and

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Validator Acceptance	$1,$2,$5, $10	$1, $2,$5,$10,$20	$1, $2, $5, $10, $20	$1, $2, $5, $10, $20
Validator Interchangeability	no	yes	yes	no
Token Bonus Payout	no	yes	128 options	128 options
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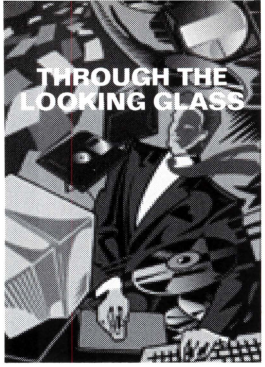

trade-in value than anything ever built before. For these reasons, operators are going to insist on buying Public PC systems. That means that a worldwide market of somewhere between one and four million pieces will be needed. If these machines average $4,000 to $5,000 each fully dressed up, that's minimum a $4 to $5 billion change-out of parts.

2. PC component upgrade and warranty business: At least once a year operators will upgrade many of the components in the Public PC. These upgrades may include larger hard drives, better video cards, more RAM, new sound cards, better speakers, LANs, printers, card readers, etc. In addition, when components in the Public PC break, warranty service will be required, and every PC maker has warranties. As a result, distributors will find themselves in the warranty business with Compaq and others paying the bill.

3. Financing: Under the Public PC model a distributor's receivables inventory will be backed by recognized products with serial numbers on them rather than receivables backed by non-salvageable parts. This should ultimately lower distributors' borrowing costs and assist them in securing their receivables inventories with banks, since most major PC manufacturers and their service networks track the serial numbers of the components they sell and service.

4. The placement of hundreds of thousands of completely standard Public PCs: With these machines in place, hundreds of thousands of games will be needed, and distributors are really Best Buy stores in coin-op. If you talk to any software publisher in the home market, they will tell you they publish games and sell them wholesale to retail stores. They do not run the stores themselves.

If you visited the Microsoft/NANI booth at ASI you could have met Dave Adams from GT Interactive Software. Dave would be the first person to tell you GT does not run retail stores and that they actively want to form relationships with distributors precisely because they realize that distributors are the software stores for coin-op. GT also recognizes that it is a lot simpler to sell blocks of titles to distributors and let them worry about distributing, financing, licensing, and supervising the installation of these products. You quickly realize that the 70 or so distributors in our industry are really a very small retail chain in a huge marketplace.

5. Obtaining exclusive rights to a title when it's a hot one: With a million copies of a standard machine out there, if you can own a hot title and can instantly supply it on CD-ROM to every Public PC in the market, you'll need a calculator to figure out how much money you can make in that scenario. Gone are the days of 400

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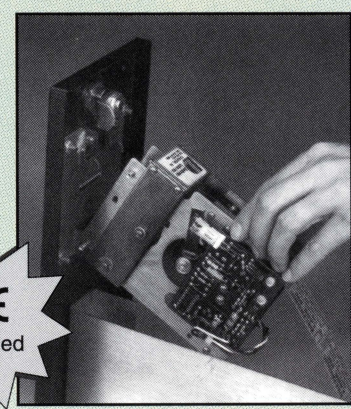

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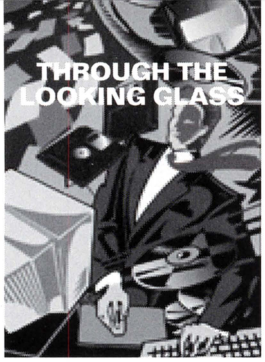

this, 100 of that, etc. In fact, as a distributor you want a million standard machines in the market so you can get massive distribution overnight in the right circumstances.

6. Handling the logistics of the move to the Public PC platform: Organizing and managing the transition to the Public PC business model is going to take time and operators are going to require continuous service, training, and support from distributors. While some may see the need for a strong support relationship as a problem, none of the business opportunities described in this article would be possible without the move to a PC platform. You have never seen your Nintendo home system play full-length movies. You have never seen an arcade game that will allow you to dial the Internet or allow you to see the person you are playing live on video while the game is running. Yet all of those things are available right now on a PC.

Although we may complain about the PC's complexity and our need for service contracts with PC makers, the simple fact is the PC is the hottest selling consumer electronics product of all time. Attempts to ignore its influence on our industry will not only be futile, it will be the equivalent of committing business suicide. For that reason, the development of a strong service business will be mandatory, and if you run it right, profitable.

Benefits to manufacturers

I will not repeat the benefits of the PC platform to manufacturers since Microsoft has done a far better job explaining those benefits. However, I will outline the benefits I see for manufacturers in the Public PC model.

1. Building and selling the millions of machines that are needed worldwide: Someone has to make these machines, and I think the big factories have the buying power to profitably acquire and assemble these new machines far more profitably than anyone else in our industry can.

2. Existing manufacturers have a tremendous amount of expertise in designing and developing software for the amusement business: Our manufacturers are far more capable of developing good coin-op titles than anyone else in the market at this time. With the widespread availability of a common platform, major factories could instantly sell millions of copies of a hot title on the street and millions more in the home, and all of us would be better off for it. Smaller manufacturers like Incredible Technologies could come up with a great product like *Golden Tee Golf*, and everyone in the business would buy a copy of that if it ran on a standard platform.

3. The strengthening of our industry: Our industry is a mess and most of the segments in it are only marginally profitable. How much money is being made in pinball? How viable is video? What are the laws doing to redemption? Our industry is so poor right now we all spend more time figuring out how to cut costs than we do investing in the future, which is nonsense. If we continue this way, we might as well give our business up to the big companies that want to own FECs and LBEs all over the country and go home. However, if we get off our cans and drive this new model into the market, our entire industry will make money again, and we will be able to properly attend to the issues that have made us successful in the past. When operators have more money they will buy more specialty equipment.

What happens now?

We are the only industry in the world that gets a tax break for playing games, that can bring games to everyone, that can bring e-mail to the poor even if they never own a PC, that can cost effectively distribute high-end PC technology and make money at it. How is it possible that we are starving to death under these circumstances unless we are just not doing something right?

Everything I have written about in this article is being aggressively pursued on your behalf on a daily basis by Microsoft, EDS, NANI, and numerous other companies. We are committed to seeing the Public PC in the marketplace.

If you want to buy machines that connect to NANI now, you can order *TouchMaster* games from Williams and kits for *Pac-Man* from Indocomp that enable *Pac-Man* to be played in prize tournaments. To get the Public PC, start calling your distributor. Microsoft and AMOA have published a specification for the Public PC and provide the names of the suppliers who currently make products for it.

There are currently a number of games in development for the Public PC by various suppliers. By AMOA Expo there should be a lot more. At ASI this spring GT Interactive Software previewed eight of its top-selling home titles it would like to sell to our industry. You can also expect to see a software developers row at AMOA Expo this fall in which hundreds of game titles will be available for you to preview and comment on so that developers can make them work well in coin-op.

Begin demanding the Public PC if it makes sense to you. ▲

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Atari Games has been an industry force for 25 years. It's seen ups and downs, but the optimism and enthusiasm still radiates through its products and its people. Since being purchased last year by WMS Industries, Atari remains an indirect, wholly-owned subsidiary of Midway Games.

Manufacturing and customer service have shifted to the parent company's Chicago headquarters. Atari's headquarters in Milpitas, Calif., employs over 130 people, most of whom are involved in day-to-day functions in the creation, marketing, or selling of video games.

COVER STORY

A quarter of a CENTURY has gone by QUICKLY

TOP LEFT: *President Dan VanElderen*

MIDDLE LEFT: *Atari Games marketing department, (l-r): Randall Ng, Ray Bersabe, Ann Denton, David Macias, Jackie Sherman, and Mary Fujihara. (Not in the photo: Derryl DePriest.)*

BOTTOM LEFT: *Intl. Sales, (l-r): Hiroko Koike, Masao Ohata, and Alexandra Donnelly.*

MIDDLE TOP: *Customer Service, (l-r): Holly LaMontagne, Al Vernon, Veronica Zambrano.*

MIDDLE: *The* San Francisco Rush *team, (back row, l-r): John Ray, Gunnar Madsen, Cameron Petty, Spencer Lindsey, and Steve Reisenberger; (front, l-r): John Geraci, Alan Gray, and Kirk Young.*

MIDDLE BOTTOM: *The* Maximum Force *team, (l-r): John Paul, Greg Allen, Rob Rowe, Brent Englund, Derryl DePriest, and Charlie Grisafi. (Not in the photo: Darrell Robinson.)*

RIGHT TOP: *The* Maximum Force *team from Mesa Logic, (l-r): David Dempsey, Guy Fumagalli, Robert Weatherby, Jim Webb, David Mahaffey, and James Mestamaker.*

RIGHT MIDDLE: *The* Mace: The Dark Age *team, (back row, l-r): Roberto Rodriguez, Matt Harvey, Rob Daly, Steve Bennets, Patrice Moriarity, and Derryl DePriest; (front row, l-r): Loren Bryant, Jeremy Mattson, and Steve Stacy.*

RIGHT BOTTOM: *Design Services, (l-r): Pete Takaichi, Rick Meyette, Evelyn Perez, Ralph Perez, Mark Hoendervoogt, and Mark Gruber.*

Has it really been 25 years since the industry and civilization in general was bedazzled by a bouncing ball that was, quite frankly, anything but dazzling when looking at it through today's eyes? But back then it was phenomenal. Simply put, *Pong* changed the coin-op industry, paving the way for innovative games from *Asteroids* and *Sprint 8* to *San Francisco Rush* and *Mace: The Dark Age*. Here's an impressive fact: Atari has just released its 187th game! Many are unforgettable.

Atari's string of hits reads like a who's who in coin machine history, but that's only part of the story about this resilient company. Another is its people. You'd be surprised at the number of Atarians who have been riding the crest of success with the company. Take Dan VanElderen, for instance. He joined Atari in its infancy in the engineering department. He is now president. Talk about a true example of working your way to the top!

THE ROLLER COASTER THRILL

Then there's Mary Fujihara, who has thoroughly enjoyed her tenure, going from a single college student, to a wife and mother with two children. She knows games and she knows the industry. She loves them both. Here's her story that she calls the roller coaster thrill: "I've always liked roller coasters; the sense of near hyperventilation when you take the big drops and the anticipation and excitement when making it back up the climb.

"Little wonder that I've enjoyed working in the coin-op business at Atari for these past 19 years, with a lot of hyperventilation as well as anticipation and excitement! As I always say, never a dull moment! I started as a part-timer during college while completing my degree in marketing. I remember thinking it would be a good starting job, and I'd move on in a few years. After all, I reasoned, how serious could I be about a career in video games?"

She continued, "Since then, I've held just about every position available in marketing. Today, I still do many of the same things I did when I started. I spend many weekends in arcades watching or talking to players and location employees, actively participate in the testing and marketing of each game, and attend trade shows all over the world. The job challenges have multiplied through the years, and I've learned something new with each game we've released.

"In its 25-year history, Atari has

had nine presidents, thousands of employees, started three new divisions, and kick-started a multibillion dollar industry. Yet I have worked with some of the nicest people I could ever imagine working with. I've known co-workers Elaine Shirley, Tom Keil, and Jackie Sherman for over 15 years. I have fond memories of operators like Gene Urso and distributors like Bob Rondeau, who took me on my first Midwest tour of the local tavern market when they were starting to accept video games. And of course, I appreciate the knowledge I gained from industry legends like the late Lou Singer and "Mr. B" of C.A. Robinson.

"When I feel skeptical about the industry, all I have to do is visit a few good locations where I'll see people taking games very seriously, while having a lot of fun at it. After all, that's what it's all about, isn't it?"

THE OLD TIMER'S PERSPECTIVE

Then there's John Ray Sr. who has been with Atari for 20 years. He gives us what he calls the old timer's perspective. "The design teams have really changed since I joined Atari," he began. "When I started, fresh out of college, there were only one or two engineers working on each project. We did our own (crude) video graphics on graph paper by coloring in the course boxes trying to make the best representation possible of a car in all its eight rotations.

"We made our own sounds by fiddling with oscillators and filters trying to come up with something that was vaguely reminiscent of a car engine. To make changes to the program, we submitted them to a typist who gave us back a paper tape that was loaded into our development systems. Yet somehow, the games we created were fun and addicting!"

Ray continued, "The tools and technologies have really advanced over the past two decades. The design teams now typically consist of a producer, two or three software engineers, three or more artists, a game design coordinator, a music and sound effects composer, and a support group of engineers working on the hardware, system software, and tools. The artists use sophisticated tools and machines to generate beautiful 3-D objects. The composers are able to make CD-quality music and very realistic sound effects. And the programmers are able to make software changes without having to wait by the coffee machine each time!

"Yet with all this new technology, a great game still requires creative people designing that elusive great game play. While good tools and technology are necessary for an exceptional game, it won't be unless the game also has a healthy dose of fun and addicting game play."

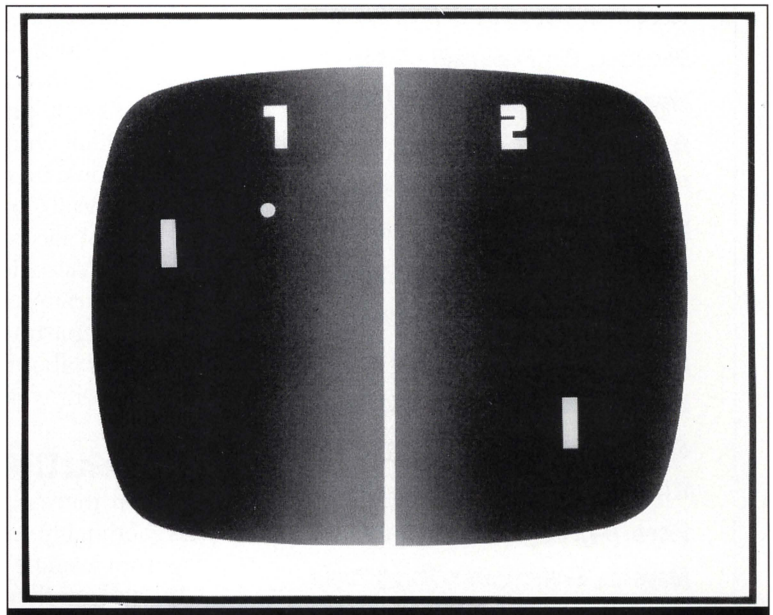
Atari Football was one of the most popular games of all time. It debuted at AMOA in the late '70s.

Yes, Atari even manufactured pinballs at one time. This is its Time 2000 introduced in 1977.

A CLOSER LOOK AT ONE OF THE NEW GAMES

Ray mentioned how things have changed in bringing a game to market. Since Atari's latest driving game, *San Francisco Rush*, is taking the industry by storm, we thought we'd take a closer look at its course. The team began working on the game in the spring of 1994. The goal was to provide a realistic, but really fun, driving simulation capitalizing on the beauty and the dramatic terrain of one of the most fascinating cities in the world.

They began with realistic car handling from Atari's hit games *Hard Drivin'* and *Race Drivin'*. They learned from experience that some players had difficulty with that much realism on Atari's challenging tracks, so they developed ad-.

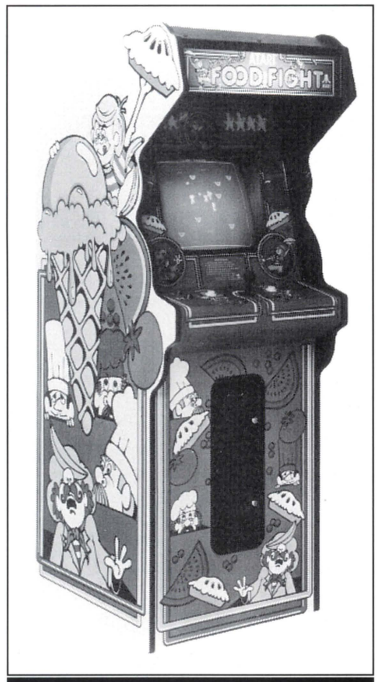


The game that started it all, Pong.

ditional cars that were easier to drive. Yet there were still those really challenging ones.

Then the team added additional technologies to increase the realism and the excitement of head-to-head racing. They added a high-speed link for eight-way competition, realistically-modeled engine sounds, and special effects like smoke, skids, explosions, and reflections.

How did they make it look so real? They went to San Francisco on several photographic field trips to capture the landmarks as well as the true essence of the city. Then using a little artistic license, they built three tracks utilizing what they captured on film—landmarks and the layout of the city.



The promotion on Food Fight was imaginative; the company sent their customers a real pie. I guess you could eat it or throw it, depending on how you felt that day!

Battlezone had the distinction of being named hit of the AMOA in 1982, the year that Pac-Man was introduced.

Then the team built in plenty of longevity by adding several hidden shortcuts to each track. Because the shortcuts require considerable skill to perform perfectly, players are likely to pump their money into the game for a long time to come.

Ray, who we heard from earlier, was the staff producer on *San Francisco Rush*. He said, "We had a great time making *Rush*. We hope that you and your players enjoy playing it as much as we enjoyed making it."

LOOKING BACK

What makes a manufacturer like Atari Games continue to succeed in the race for the next hit? For one, the company has refocused in the last few years and concentrated all of its resources on developing competitive coin-op video games, combining the right hardware with the right talent to deliver affordable and long-term quality products. Sounds simple and sensible enough. But in an era where the cost of game development escalates into the millions, a lot is riding on each game.

Gauntlet was a sensation with its four player control panel introduced in 1985.

The most popular space themed game, Asteroids.

But it's more than even that. Atari designs its games by listening to a full channel of customers: the player, the operator, and the distributor. A typical game might take up to 18 months to develop, but from the day the idea takes shape the goal is to give the industry a game that will be exceptional for the players and for operators.

An example of this philosophy in action is *Area 51*, a top game that the company has been selling for over a year. It was voted the best conversion kit of 1996 by operators participating in the recent Play Meter Annual State of the Industry survey. In March a new gun game, *Maximum Force*, was introduced and received rave reviews. Atari compares the response to that of *Area 51*, and while it's being shipped as an upright 25-inch dedicated and a new Showcase 39" version, a universal kit will follow later this year.

At the end of May, players will be treated to *Mace: The Dark Age*, a very graphically impressive 3-D fighting game with a competitive price.

Atari is looking toward the future with all the optimism and enthusiasm it's shared with the industry for a quarter of a century. Fujihara shares these thoughts: "We see a lot of uncertainty about this business from operators, distributors, and suppliers. However, we believe there will always be a viable industry in providing digital entertainment outside of the home. Who would have thought 25 years ago that *Pong* would create a multibillion dollar industry?" ▲

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VIDEO GAMES

Mace: The Dark Age
Atari Games
(408)434-3700
This wild, two-player 3-D fighting game features 10 player selectable characters, two amazing bosses, and five hidden characters. There are tons of tasty combos and reversals with basic three-button controls, complete 3-D character movement, and interactive multilevel arenas with deadly boundaries.

Maximum Force
Atari Games
(408)434-3700
This shooting game has awesome graphics and sound. Players can choose from three pulse-pounding missions that provide up to 30 minutes of play; 30 secret rooms add to the intrigue.

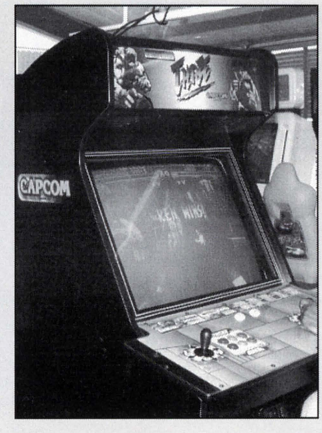
San Francisco Rush
Atari Games
(408)434-3700
This deluxe driver takes the player on a race up and down the scenic, air-catching hills of San Francisco. Using realistic landmarks, players feel the rush of inclines and the thrill of crossing the Golden Gate Bridge. Great audio effects include crashes punctuated by an eight-inch woofer placed in the seat.

Wayne Gretzky's 3D Hockey
Atari Games
(408)434-3700
Here's cutting edge 3-D hockey action for up to four players. It has all of the realism and intensity of pro hockey plus all the NHL teams and key players, input codes, stats tracking, two levels of Cup play, time released secrets, and more. Available as a JAMMA compatible kit.

Area 51
Atari Games
(408)434-3700
Voted number one kit of the year by operators, this kit is JAMMA compatible and contains a pre-mounted PCB/hard drive tray, set of guns, cables, holsters, and full decals.

Super Puzzle Fighter II
Capcom
(408)774-0500
This addictive puzzle game entices players to create dream matches between characters from Street Fighter Alpha 2 and Night Warriors. Simple rules and great graphics make it appealing to everyone.

Street Fighter EX
Capcom
(408)774-0500
The Street Fighter series continues with this version. The characters we love are as strong as ever while new ones add variety and more moves and challenges.



Three
Capcom
(408)774-0500
The Street Fighter series continues, this time on Capcom's new system. The familiar characters are there and exciting new ones enter the story. There are new moves, weapons, and secrets that will appeal to those die hard Street Fighter fans as well as newcomers.

VIDEO GAMES

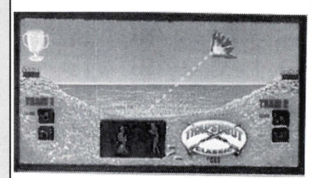
NO PHOTO AVAILABLE

Dangerous Dungeons
Coin-Op International
(612)321-9632

This very low cost kit is a maze game with 64 levels to challenge even the best game players, while even novices are up to the challenge. Players collect treasures to open doors to even more levels while trying to keep away from the enemies.

Lethal Justice
Coin-Op International
(612)321-9632

This two-player kit has detailed polygon graphics and quick gun action. Play features include a target practice session followed by intense interactive game play with hidden rooms and characters. Kits are made from industry standard parts like Happ Controls guns, which are included in the kit along with PCB, holsters, and graphics.

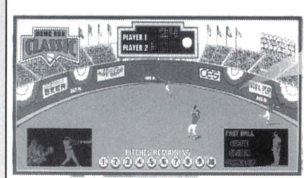


Trap Shoot Classic
Creative Electronics and Software
(847)695-0023

This interactive wall mount game combines stunning dot matrix graphics with over 50 motion lamps to put the challenge of trap shoot competition in the players' hands. It's perfect for bar locations and has super sound effects and operator adjustable skill levels.

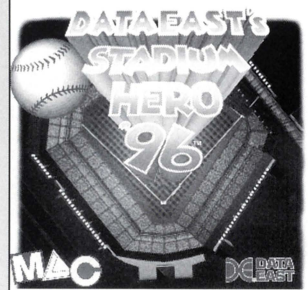
Country Club Classic
Creative Electronics and Software
(847)695-0023

Whether you're a low handicapper or a weekend duffer, you'll shoot like a pro with this challenging interactive wall mount game. True golf action comes to life via the use of two large dot matrix displays and nearly 100 motion lamps. Players drive, pitch, and putt, with real golf rules and scoring.



Home Run Classic
Creative Electronics and Software
(847)695-0023

This baseball themed interactive wall mount game is perfect for bars and taverns. It features two dot matrix displays, large dot block scoreboard animations, and comes with overhead lighting for total playfield illumination.

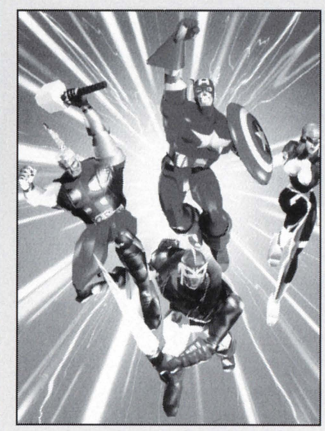


Stadium Hero
Data East
(408)241-0219

Players can play head-to-head or against the game in a real-time cartoon style, non-violent baseball game. One player pitches and plays the field, while the other attempts to score as many runs as possible.

Skull Fang
Data East
(408)241-0219

In this shoot 'em up game players choose one of four different planes each with different levels of attack, defense, speed, and maneuverability that can be increased by picking up power-ups along the way. Players love finding the hidden flight techniques.



Avengers in Galactic Storm
Data East
(408)241-0219

Players fight evil forces as one of 18 famous comic book characters. The unique four-button configuration allows players to take advantage of awesome fighting combinations highlighted with 3-D graphics and 16 action packed stages.

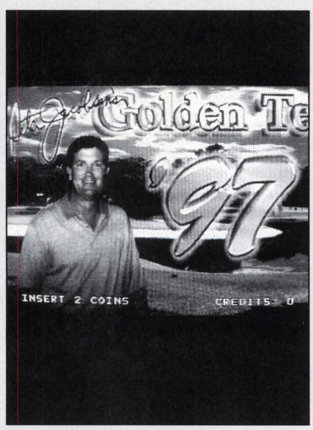
VIDEO GAMES

Tournament Solitaire
Dynamo
(817)284-0114
Players select a single game format of Solitaire or the exciting tournament mode. It's played in a five-game format with points accumulated for all five. Players with the top three scores are tournament winners. Features include bill acceptor, interactive voice, 12 screen colors, 25 card deck graphics, and high resolution VGA monitor.

Raiden Fighters
Fabtek
(206)881-0900
This fighting game from Seibu Kaihatsu has all of the best features of past vertical flyers and incorporates the playability and features of former Raiden games. Players have a choice of seven fighting ships each with its own unique weapons, defense shields, maneuverability, and power.

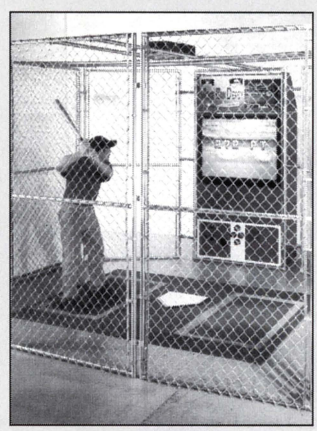
Dead or Alive
Fabtek
(206)881-0900
This fighting game from Tecmo has great graphics and game play at a very affordable price. There's a ROM chip conversion kit available that will change Virtua Fighter II, Fighting Vipers, Last Bronx, and Virtua Striker.

Peter Jacobsen's Golden Tee 3D Golf Tournament Edition
Incredible Technologies
(847)870-7027
This popular golf game has beautiful looks and depth of game play. The tournament version hooks up to a regular phone line in a location and offers access to monthly national tournaments allowing players from across the country to compete for cash prizes.

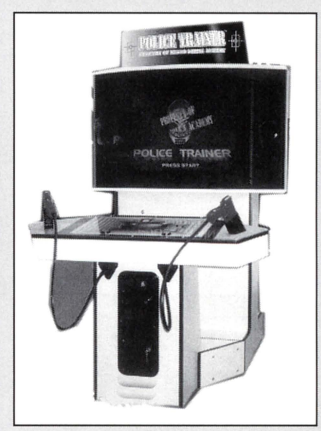


Golden Tee '97
Incredible Technologies
(847)870-7027
This game features three newly designed 18-hole golf courses, complete with new landscaping, new course names, and a fresh look. A new marquee is included to let players know of the different challenges that await. Available as kit or dedicated that can be upgraded to tournament.

World Class Bowling
Incredible Technologies
(847)870-7027
This fun 3-D bowling game features a simple yet challenging experience for all ages. It has realistic bowling sounds, mesmerizing pin action, and clever and entertaining graphics. Also available in a Tournament Edition equipped with modem and phone connection software for tournament play.



Home Run Derby
Innovative Concepts in Entertainment
(716)759-0370
This baseball simulator with 3-D software and patented sensor technology gives the player the feeling of a real ballpark. As the player swings a real bat, the game measures swing speed, angle, and height to determine where the virtual ball "lands" in the field or the crowd.



Police Trainer
Innovative Concepts in Entertainment
(716)759-0370
This gun game, developed by P&P, has been the talk of the industry. The kit includes two guns with holsters, start buttons, marquee overlay, control panel overlay, and two side decals.

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All new, yet so familiar.

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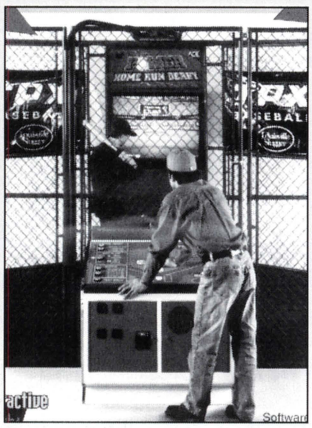
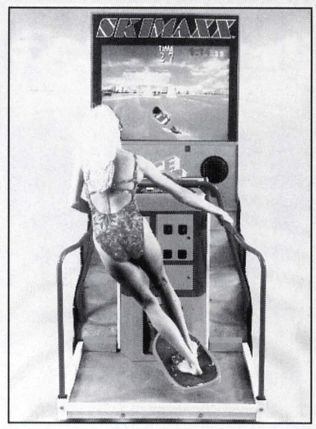
VIDEO GAMES



Pitcher's Duel
Innovative Concepts in Entertainment
(716)759-0370

You can upgrade your one-player Home Run Derby to a two-player Pitcher's Duel. The pitcher, standing behind the batter, controls speed, height, and style of pitch. The batter's swing speed, angle, and height determine where the ball "lands."



Ski Maxx
Innovative Concepts in Entertainment
(716)759-0370

This economical water-ski simulator gives players a superb ride. They step into the "ski" and grab the handles to begin the action. There are four courses with a bonus super course and an optional ticket dispenser. Two units can be linked.

Operation Thunder Hurricane
Konami
(847)215-5100

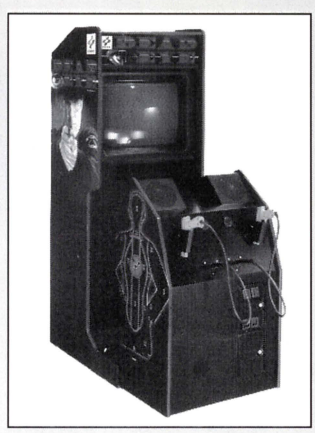
One or two players pick up the hand-held machine gun and they're ready for battle on land, sea, and air in this high caliber machine gun war simulation. Sound effects blast from dynamic main speakers and thundering super woofer.

Hang Pilot
Konami
(847)215-5100

Step on the small platform, grab the hang gliding bar and you'll take off on a hang gliding adventure. Dual monitors provide a stunning visual experience as you maneuver the "glider" through mountains, under bridges, and through many other scenes.

GTI Club
Konami
(847)215-5100

This driving game, taking place on the winding streets of the Cote d'Azur, has lots of surprises hidden in the shortcuts that include racing through tunnels, splashing through fountains, cutting down alleys, cruising through sidewalk cafes, etc. Up to four units can be linked.



Dead Eye
Konami
(847)215-5100

This two-player interactive shooting game features eight powerful weapons and several missions to accomplish from taking on an urban terrorist group to tangling with a dangerous motorcycle gang on the subway. Each scenario contains enough targets to keep the player busy.

Rampage World Tour
Midway
(773)961-1000

Three mild-mannered technicians from ScumLabs Intl., the foremost toxic waste recycler, are accidentally exposed to volatile toxins transforming them into rampaging dimwitted behemoths terrorizing the world. Players team up to destroy cities together.

Cruis'n World
Midway
(773)961-1000

Players cruise the world from the Great Wall of China to an underwater tunnel off the coast of Hawaii to the pyramids of Egypt. Players have a choice of 12 vehicles from a sports car to a three-wheeled delivery truck in this turbocharged driver. Link up to four games. Sit-down or deluxe with 33" monitor.

KONAMI

OPERATION THUNDER HURRICANE

OPERATION THUNDER HURRICANE ™

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HIGH CALIBER MACHINE GUN WAR SIMULATION

LOADED WITH EXCITEMENT!

HAND-HELD MACHINE GUNS FEATURE INTENSE RECOIL ACTION AND DIGITAL TARGETING

KONAMI OF AMERICA, INC.
900 DEERFIELD PKWY., BUFFALO GROVE, IL 60089
Phone: 847-215-5100 Fax: 847-215-5122
Visit our web site: http://www.konami.com

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Dimensions:
67"D x 48"W x 83"H
700 Lbs.

VIDEO GAMES

Storm Blade
Midwest Amusement Corp.
(847)364-7722
Players fight enemies in a variety of locations from a massive battleship to the deepest jungles. This is a really inexpensive two-player kit licensed from Visco of Japan and comes complete.
Also available: Aero Fighters Special.

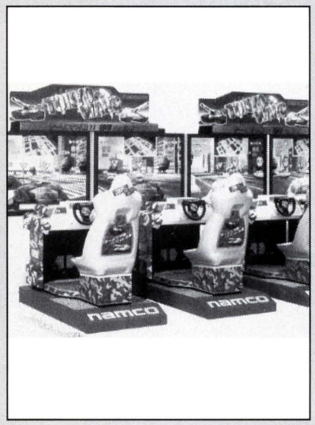
Arkanoid Returns
Midwest Amusement Corp.
(847)364-7722
This Taito game marks the return of a legendary block game. This two-player kit has lots of interesting features like the melody block that appears after repetitive block striking, the crystal block that shows hidden items, and the energy ball that can crash through the blocks.

Alpine Racer 2
Namco
(408)383-3900
This high-tech simulator in both deluxe and compact models invites players to place their feet in two ski steps and hold onto the stationary ski poles for balance. The skier on the screen mimics the movements of the ski steps as the player makes his moves. It features a 50" screen and realistic 3-D graphics.

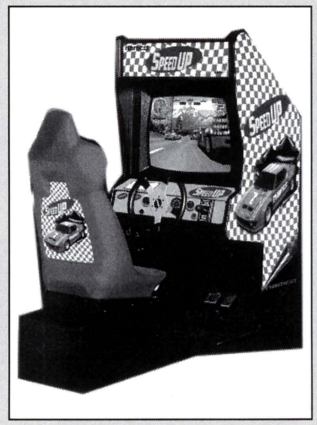
Aqua Jet
Namco
(408)383-3900
The CG graphics are generated by Namco's Super System 22 on a 50" screen. The game's controls simulate actual jet ski action as players steer the machine by shifting their weight to the left or right. The sensation of water is felt via an air spring system.

Alpine Surfer
Namco
(408)383-3900
The player is snow boarding down one of two courses after selecting either free boarding or gate racing modes. The 50" monitor and game controls are designed to impress the best snow boarders as well as all video game enthusiasts.

Prop Cycle
Namco
(408)383-3900
This simulates the hang gliding/ultra-light flying experience. A bike mechanism offers both rolling and pitching to amplify the experience. Players use the pedal controls to manipulate speed as the player tries to pop hot air balloons to advance to the next stage.



Tokyo Wars
Namco
(408)383-3900
One- to four-player simultaneous action. Players join one of two armies—green or white—and operate the same colored tank equipped with state-of-the-art controls. Players are jolted back with each firing and superb sound effects reverberate through the platform.



Speed Up
Namco
(408)383-3900
This racing simulator features three exciting tracks like the Tex-Mex course where players race to the finish line in one of eight selectable cars. The feedback steering makes it all the more realistic. Up to four cabinets can be linked for head-to-head competition.

PlayNet™ or Play Nothing!

PlayNet Web™

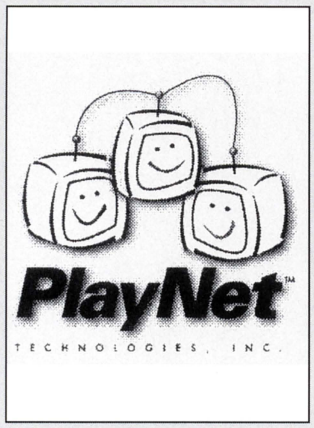
A networked digital entertainment terminal. Touch screen activated, it can navigate the World Wide Web and take you to the most exciting and exotic places. Unlike anything else, it delivers unlimited downloadable games, national and international tournaments, sponsored by major brands. Talk to people in different locations and across the world ...voice activated Chat with two handsets on each terminal, takes you there. All this and merchandise sales with the swipe of a credit card. PlayNet has teamed up with IBM to connect the world and start a global party! This is the new standard in networked entertainment.

PlayNet
TECHNOLOGIES, INC.

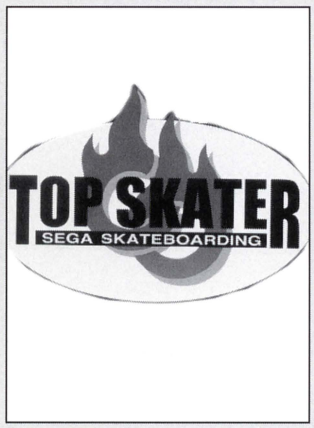
For information on PlayNet Web™, call (888) 627-4786.

VIDEO GAMES

Tekken 3
Namco
(408)383-3900
The next step in the Tekken series, this is the first game developed on the new System 12. There are new characters, new backgrounds, better character balancing, and added moves and combos. It has the character time release program where characters are added over a period of time. Available as a kit.

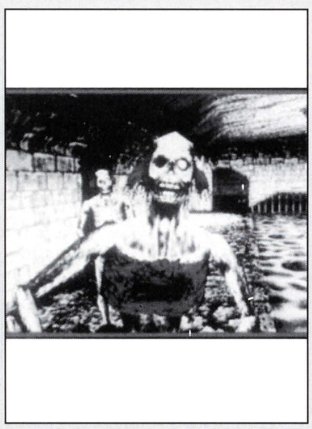


PlayNet Sports
PlayNet Technologies
(212)586-2400
This pay-per-play interactive system allows multiple players to compete in sport and action games. There's face-to-face competition for two teams of up to four players and location-to-location competition through Internet connections. Features a variety of games and customized tournaments.



Top Skater
Sega GameWorks
(415)802-3100
This skateboard simulator features a real skateboard with sturdy handles on each side. Players negotiate through various obstacles including massive half pipes and killer ramps. It includes all of the hard-core skateboard moves.

Virtua Striker 2
Sega GameWorks
(415)802-3100
Following the success of Virtua Striker, this sequel is a realistic soccer game featuring one million polygons per second that produce awesome detail. Comes in deluxe and upright versions.



The House of the Dead
Sega GameWorks
(415)802-3100
Players must battle grotesque ghouls from the after life in this 3-D shooting adventure with bone-chilling graphics and two realistic guns. This interactive mystery has changing storylines, enemies, and scenes as chosen by the player for a new game every time.

Sega Super GT
Sega GameWorks
(415)802-3100
This 3-D racing simulator features a realistic feedback steering system, high powered four-speed stick shift, multi-speaker sound, and road-burning action on four tracks with car choices like a Viper, Porsche, Ferrari, or McClaren. Available in deluxe or twin models.

Last Bronx
Sega GameWorks
(415)802-3100
A massively violent street war has erupted in Tokyo and rival groups have escalated the street fighting. The disputes will be resolved in a fighting contest between the group leaders. The combatants rely on their advanced skills to overcome the opponents.

Daytona USA Limited Edition
Sega GameWorks
(415)802-3100
This is a single player sit-down cabinet version of the popular Daytona USA. Players put the pedal to the metal and guide ultra-realistic stock cars through three different amazing 3-D courses. Linkable up to eight units.

VIDEO GAMES

Die Hard Arcade
Sega GameWorks
(415)802-3100
This two-player game features an 8-way joystick and three action buttons per player as they battle through five stages playing as a policeman or policewoman. Players defeat enemies by attacking with punches, kicks, or weapons with over 1,000 character actions and over 30 characters.

Manx TT
Sega GameWorks
(415)802-3100
The player feels the outrageous speeds of over 200 mph through the active motion slider and hear it through the five speaker system that separates and delivers roaring engines, screeching tires, and killer background music straight to his ears. The ultra-realistic 50" projector or two 29" monitors display the action.

WaveRunner
Sega GameWorks
(415)802-3100
Ride the wave in this sit-down simulator that features a real WaveRunner by Yamaha Motor Co. built into a hydraulic cabinet with three-axis motion system that lets players feel all the turns of the ocean speedway.

Virtua Fighter 3
Sega GameWorks
(415)802-3100
This fighting game is three times faster than its predecessor with a million polygons per second. There's new shading and lighting effects, dramatic changes in the landscape, new characters each with his own arena, and a new "escape" button to dodge enemy attacks.

Virtual On
Sega GameWorks
(415)802-3100
The player is a robot with the sole mission of annihilating anything that crosses your path using two levers that each have two buttons. Player chooses from eight robots, each with their unique method of crushing enemies.

GunBlade N.Y.
Sega GameWorks
(415)802-3100
New York has been taken over by android soldiers and the U.S. military is paralyzed. In comes the special air attack force with its monster attack helicopter called Gun Blade. Up to two players battle it out with two recoilable machine guns.

Sega Touring Car Championship
Sega GameWorks
(415)802-3100
Players are in for a true professional racing challenge with ultra-realistic steering and pulse pounding 3-D sound effects as they burn rubber around treacherous mountain bends and through hairpin turns. Features special speakers, three tracks, and four different cars.

Real Bout Special
SNK Corp.
(310)371-7100
This fighting game is for fighting game enthusiasts with 19 characters each with their own unique special and super moves. It combines the Fatal Fury series with new characters from Art of Fighting 3. Designed for the Neo-Geo system.

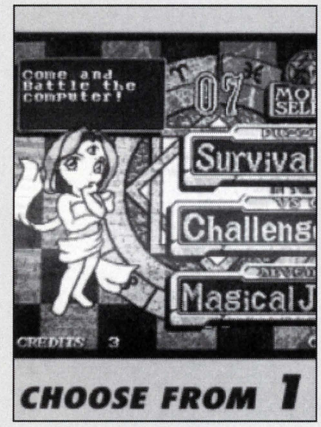
VIDEO GAMES

SNK®

Samurai Shodown IV
SNK Corp.
(310)371-7100
It's all about honor. There are new characters, old characters, awesome animation, and an intense story with the true fighting skills of the Samurai put to the test in the latest addition to the Samurai Shodown series for the Neo-Geo system.

SNK®

Neo-Geo 64
SNK Corp.
(310)371-7100
This anxiously awaited system was shown via video tape at the March ASI show with Samurai Shodown 64. It will be available later this year.



Magical Drop III
SNK Corp.
(310)371-7100
This is a great combination of puzzle with strategy, strategy with action, and action with head-to-head battle. There are three modes of play: survival, challenge, and now the magical journey. There are 16 imaginative characters on this game for the Neo-Geo system.

NO PHOTO AVAILABLE

Strikers 1945
World Wide Video Ent.
(619)229-2200
This two-player interactive game utilizes one joystick and two buttons per player. It features continuous buy-in, eight stages, and six WWII vintage fighter planes from which to choose. Each plane has its own special weapons. Also available: Pocket Gals VIP and Pang 3.

PINBALLS

Fast Break
Bally
(773)961-1000
This NBA-licensed pinball features the real NBA players from any of the 29 teams. It has real NBA scoring, million dollar shot, and in the paint. Champs who complete all modes win the NBA Fast Break trophy and get to play multiball against the machine to earn a championship ring.

Star Wars
Sega Pinball
(708)345-7700
Break out those light sabers and action figures from the attic! The "Star Wars" movie has created a clamor for all things relating to Star Wars and this pin is no exception. It has a wide open playfield design that's easy to clean and maintain. Players enjoy a variety of shots including fast orbits and super smooth ramp.

Junk Yard
Williams
(773)961-1000
A wrecking ball, menacing watchdog, and magic bus are just some of the elements found in this pin. The game challenges players to collect junk to create devices that will help them escape Crazy Bob's 3-D junkyard. Players trapped use items around them to battle Spike the junkyard dog or Crazy Bob himself.

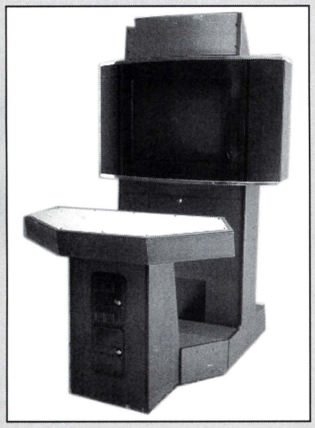
COIN QUOTE

"We're not going around buying companies or throwing billions of dollars around. What's the old saying–

There's no force so strong as an idea whose time has come."

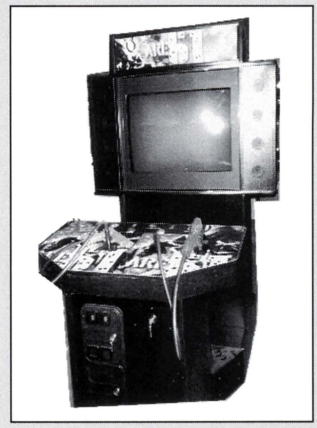
James Plamondon
Microsoft

CABINETS



Deluxe Cabinet
Advanced Mfg. & Development
(707)459-7560
Comes complete with a 38", 50", or 33" monitor, power supply, JAMMA harness, speakers, light fixture for the marquee, and will accommodate joysticks, buttons, steering wheel, or gun controls. It is made of wood in a slate gray color; custom colors are available.

Standard Upright
Advanced Mfg. & Development
(707)459-7560
This upright cabinet is free-standing, built into a single unit. Comes with a 29" or a 25" monitor, power supply, JAMMA harness, speakers, marquee light fixture, and will accommodate any control. Made of wood in a slate gray color; custom colors are available. Also comes in the 25-Inch Standard model.



CGI-34SP
CGI Entertainment Group
(909)930-5828
This deluxe showpiece arcade game cabinet comes with a 34" or a 50" monitor (model CGI-50SP). These cabinets are designed for the premier games in your arcade. The cabinets include an eight-speaker sound system and are equipped with the standard super JAMMA harness to be used with all of the current games.

CGI-34DIS
CGI Entertainment Group
(909)930-5828
This high quality, deluxe upright comes with a 34" monitor. It has all of the standard features of the 34" Showpiece cabinet but has the space saving features of a 25" cabinet.

CGI-25T
CGI Entertainment Group
(909)930-5828
This is the original 25" cabinet that led the way for the popularity of Turbo cabinets the past eight years. Like all of the CGI cabinets, it is available in red, black, blue, or gray. It has a slide-out drawer for fast game exchanges.

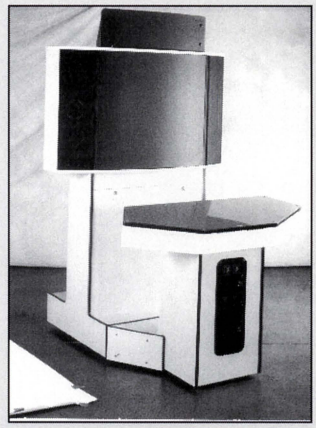
CGI-25G
CGI Entertainment Group
(909)930-5828
CGI has developed a 25" and a 34" (Model CGI-34G) game cabinet for the popular bowling and golf games. These cabinets have a special 21" long control panel to give the player that extra room needed when playing a game with a track ball.

HS-15
Dynamo
(817)284-0114
This deluxe cabinet comes with a 33" monitor, super 16-bit sound system, solid construction with tamper-proof screws and plywood door, two- or four-player control panel, and quick-change marquee. Also: H-16 with deeper control panel.

HS-5
Dynamo
(817)284-0114
This upright comes with plywood base and front panels, all dowel construction, tamper-proof screws, strengthened control panel with three latches and security bolts, full wrapped control panel with clear protector, 25" Wells-Gardner monitor, JAMMA wiring harness, quick change marquee, and slide-out drawer.

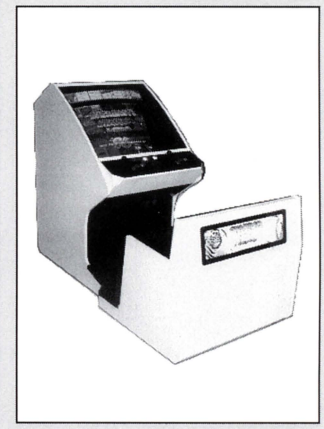
CABINETS

Fun Co. Ltd.
(608)562-5558
This upright cabinet comes with a universal keypad or an optional four-player keypad. It's available in black, woodgrain, or custom colors



"34" Showcase pedestal
Great American Recreation
(401)463-5587
This factory complete conversion cabinet features a 34" monitor (vertical or horizontal) with smoke plexi, front cabinet monitor adjustment, JAMMA harness, easy access front mount logic assembly, rear monitor control access panel, hinged universal two- or four-player control panel. Comes in dove gray and white or custom colors.

"27" Conversion
Great American Recreation
(401)463-5587
This upright, ready to install a conversion features a 27" monitor with smoke plexi, JAMMA harness, hinged two-player control panel, an over/under coin door, and four-player and four-player modified control panels available. Industry black is the standard color but custom colors are available.



MC-25
HanaHo Games
(562)483-1414
This sit-down cabinet will be available the middle of May. It comes in a choice of black or white with an optional subwoofer for the chair. Additional lightbox can be mounted on the top. The monitor rotates vertically or horizontally.

MC-34
HanaHo Games
(562)483-1414
This is an upright cabinet available in black or white. It has an optional second lightbox and the screen rotates vertically or horizontally.

Universal Cabinet
Happ Controls
(847)593-6130
Designed to turn drivers into top earning games. Comes with over/under coin door, 25" monitor, JAMMA harness, light fixture, adjustable seat, 270-degree steering wheel, gas pedal, brake pedal, player 1 start button, and speed shifter. Dimensions: 80" high x 30" wide x 60" deep.

Magikk 240
Magikkastle
(888)842-4223
This system includes a multisync projection monitor with a deluxe two-player seating console. The system comes in five boxes and weighs 400 lbs. Also available are the Magikk 120 with a standard front projection monitor and Magikk 52 with a 52" monitor in a deluxe cabinet with two-player console.

MHA Cabinet
M.H. Associates
(701)282-7877
Comes with a 25" monitor that can be mounted vertical or horizontal with 1/4" tempered glass, choice of prepunched steel control panel layouts, cooling vents, works-in-a-drawer, and quickit wiring system. Options include extra large cashbox, three- and four-player control panels, and laminate finishes.

PLAY MASTER *Extreme*

WELLS-GARDNER
takes game play to the Extreme

INTRODUCING PLAY MASTER EXTREME,
THE NEXT EXPERIENCE IN GAME PLAY.

PLAY MASTER EXTREME takes the arcade experience to the big screen. **PLAY MASTER EXTREME** is a game system cabinet which will showcase the **hottest** games.

Features:

- LCD or CRT based projection
- MULTI-SCAN VIDEO SYSTEM which handles CGA, EGA, and VGA.
- Accepts multiple video sources
- Includes REMOTE CONTROL for video adjustments
- Includes 100" PROJECTION SCREEN
- COIN CONTROL COIN DOOR and MECH.
- Available in sit down and pedestal versions
- JAMMA compatible wiring
- Adjustable picture size 30" to 300"
- 1 TO 4 player system
- Mono or stereo based on the game
- Easy installation
- Includes EXTRA control panel for next conversion

REGISTERED ISO 9001 QUALITY
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ELECTRONICS CORPORATION

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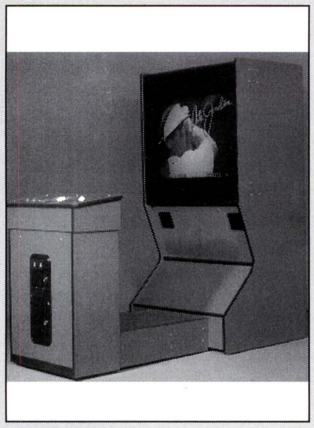
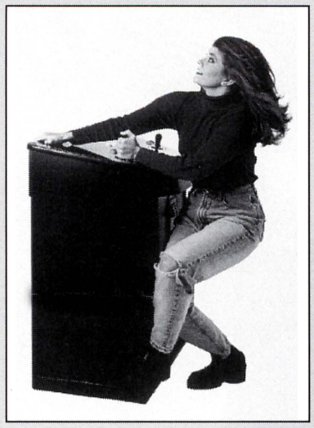
1997 EQUIPMENT CATALOG

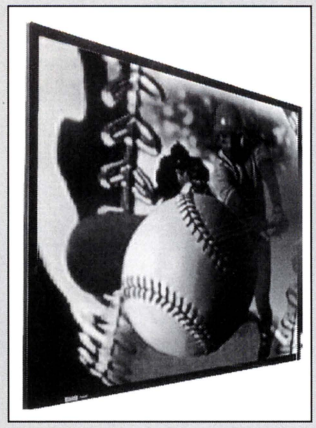
CABINETS



"38" Enhancer
T & M Dist.
(860)456-4231
All of T & M's cabinets are made of 3/4" plywood with high-pressure laminate on both sides and steel reinforcement where needed. All come completely wired with monitor, power supply, coin door, and JAMMA harness. Models to choose from include 13", 19", 33", and 38". Also custom design work.



Play Master I
Wells-Gardner
(773)252-8220
This projection system features a multiscan video system which handles CGA, EGA, and VGA platforms. It accepts multiple video sources, includes remote control for video adjustments, adjustable picture size of 30" to 300" on a 100" projection screen, and JAMMA wiring.



Play Master II
Wells-Gardner
(773)252-8220
This game system is multisync, and can function as a dual purpose projection system—play the hottest games and use it for an advertising billboard. It has multiple video inputs and a remote control. It has an an adjustable picture size of 60" to 240" on a 100" projection screen.

PM MAGAZINE

Surf's up!

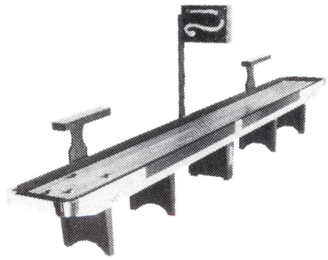
Catch Play Meter on the Internet.

Web site 1:
http://www.playmeter.com

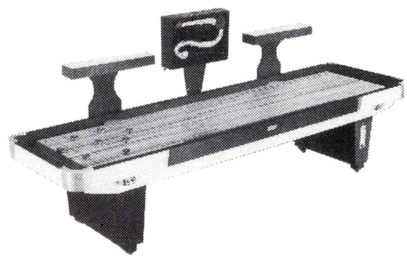
Web site 2:
http://www.funone.com/pubs/playmetr.htm

E-mail:
news@playmeter.com

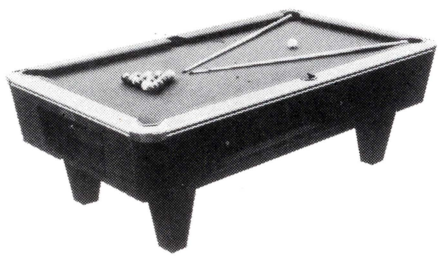
THE FINEST IN COIN OP BILLIARDS, POOL AND SHUFFLEBOARDS



THE ROYAL
16', 18', 20' and 22' Lengths



THE 12 FT. CUSHION
in 9' and 12'



THE CLASSIC BILLIARD TABLE
in 6', 6-1/2', 7' and 8' Models

THE NEW BUMPA POOL

AMERICAN INTERNATIONAL SHUFFLEBOARD CORP.
THE WORLD'S BEST

AMERICAN INTERNATIONAL SHUFFLEBOARD CORP.

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JUKEBOXES

Syber Sound
Arachnid
(815)654-0212

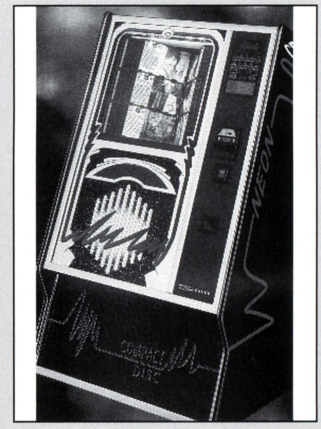
This digital audio jukebox has no CD inventory for easier maintenance. It can play songs, music videos, karaoke, and other audio-visual content and utilizes any user-preferred amplifier. Features include a 19" touch screen video display for advertisements and intuitive song selection.

Gold
Jukebox USA
(773)890-9600

This striking Seeburg jukebox with gold trim and a grill includes a game feature that lets players attempt to match their selection number to a random series of numbers displayed after the selection. The box includes an optional ticket dispenser where legal and can be connected to video and karaoke.

Micro Music:
Jukebox USA
(773)890-9600

This machine is touted as the world's smallest wall-mounted jukebox and features a 240 watt RMS amplifier, short circuit protection, auxiliary audio and video inputs, and a visible mechanism. Options: printer for data retrieval, hard-wired remote volume, and accessory speaker systems.



Neon
Jukebox USA
(773)890-9600

A Seeburg jukebox that offers 102-disc capacity, easy-to-load title display, new CDM-12 Philips disc reader to assure disc tracking, system software for play and service analysis, top hits selection button, and a wide range of programmable features. Options: karaoke kit and printer for full data retrieval.

Digital Thunder Jukebox
NSM-America
(630)860-5100

NSM describes this as a package containing everything they have learned in four decades of making jukeboxes. Features a fast 100-CD single player changer and protective CD handling and storage. The changer mechanism is enclosed in a dust-free compartment, which cradles the CDs in a plastic tray and protects them from dust and smoke.

Digital Thunder Wall
NSM-America
(630)860-5100

A wall-mounted version of the Digital Thunder which attracts patrons by allowing them not only to make a musical selection but also watch the jukebox as it plays the music.

Emerald Ice
NSM-America
(630)860-5100

This wall-mounted unit offers over 2,000 songs in the space of a pay telephone and features beautiful translucent graphics behind a silk-screened glass and the company's HyperBeam system.

Nostalgia Gold
NSM-America
(630)860-5100

A 1940s American classic nostalgia jukebox that offers patrons the appearance of the old, with solid walnut cabinet, metal and chrome trim, and multicolor gel tubes along with the sound of today.

JUKEBOXES

Peformer Grand 2000
NSM-America
(630)860-5100
Along with all of NSM's models, this jukebox features the 100-disc capacity changer with an average changing time of 2.2 seconds.. It is a floor model with laser-transmitting beams and color-pulsating rods shining throughout the mirrored cabinet.

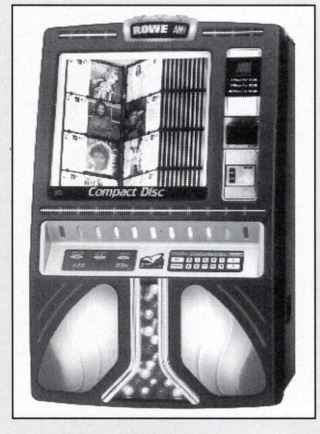
Performer Wall 2000
NSM-America
(630)860-5100
This wall-mounted version of the Performer Grand 2000 offers a sharp appearance with its ebony and silk-screened front glass and animated laser beams.

PlayNet Music
PlayNet Technologies
(212)586-2400
A 21st century, Internet-enabled jukebox offering thousands of titles at the touch of a screen. Customers can purchase CDs and merchandise and obtain regional concert and event information online. A PC stores the music so there is no need for operators to purchase and house CDs.

Legend
Rock-Ola
(847)928-2121
Looking through the glass dome you can see Rock-Ola's 4" x 4" title display showing off 16 CD jackets and title cards. The 100-capacity jukebox has the following standard features: dual amplifier, surround sound, 32-character LCD display, standard telephone links, and self diagnostics.

Rocket
Rock-Ola
(847)928-2121
The jukebox features a removable booster base and a three-up title display with picture frame graphics. It can operate as a free standing floor model or mounted on a wall. Comes with many standard features.

LaserStar CD Caliente
Rowe Intl.
(616)243-3633
Features a title display to merchandise music and stimulate play; 12 full-sized CD jackets are displayed beside easy-to-read title strips; motor driven pages; three rotating discs spin on top in a rainbow of colors.



LaserStar CD Eagle
Rowe Intl.
(616)243-3633
A wallbox that looks and performs sensationally. It holds 100 CDs with easy-to-read title strips and eight full-sized CD jackets displayed at a time. The effect is accented by halo lighting. Standard features include a coin acceptor, Rowe bill acceptor, and 500-bill stacker.

LaserStar CD Nostalgia
Rowe Intl.
(616)243-3633
This jukebox has the look of the past from the front with eight bubble tubes and changing colors. The CD version is equipped with a CD-100C mechanism and holds up to 50 discs. Rowe accessories: CD LaserStar wireless remote and printer interface kit.

Introducing the new Performer Grand ... "Performer Grand 2000™."

Return of the "Grand" lady.

We've never re-introduced any jukebox in our 40-year history. But, then again, no jukebox has had such an impact in 40 years.

So we enhanced this beautiful "lady's" appearance yet further ... new accents, new light-transmitting affects, new color-pulsating laser rods. And we fitted it with our NEW ultra-high-performance HyperBeam™ sound system — an even faster speed of CD change, even more features, an even more powerful sound, even greater technological "flexibility."

See the new "Performer Grand 2000" at your nearest NSM Distributor.

Look closely.
What other jukebox has inspired an entire bar design?

Performer Wall 2000™

NSM M.U.S.I.C.

NSM-America
1158 Tower Lane • Bensenville, IL 60106
Phone: (630) 860-5100 FAX: 5144

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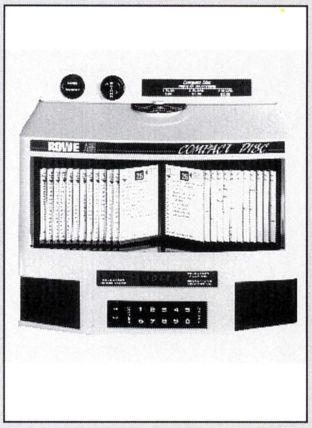
1997 EQUIPMENT CATALOG

JUKEBOXES

LaserStar CD Starlight
Rowe Intl.
(616)243-3633

The Starlight offers a dazzling light show with dramatic eye-catching infinity effects. Twelve full-sized CD jackets are displayed beside title strips. The motor-driven pages flip vertically for easier reading and will accommodate up to 100 CD albums and title strips. Options available.

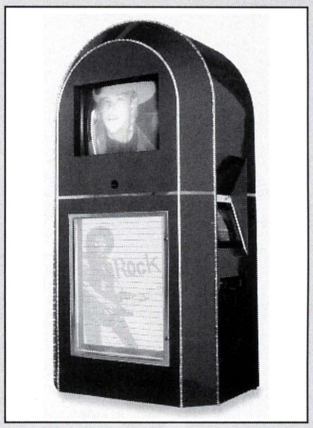


LaserStar CD Wallette
Rowe Intl.
(616)243-3633

This unit is designed as a replacement for vinyl wallboxes and to open up new markets, ones that require small countertops and wall-mounted jukebox selectors. It has an attractive design and style that allows the jukebox to match any decor.

MM-3 CD
Rowe Intl.
(616)243-3633

A CD jukebox in a smaller size now available in two colors, Capri teal and Cheyenne red. Eight full-sized CD jackets are displayed. Set on autoplay, the jukebox automatically plays a random or pre-selected track at specific time intervals.



XVN System
Software Control Systems
(604)278-7950

A touch screen entertainment platform that incorporates a variety of audio and video options from play list customization to a karaoke component. Features include a music exchange package and coupon printer for on-site promotions. The object is to offer as much entertainment through one unit as possible.

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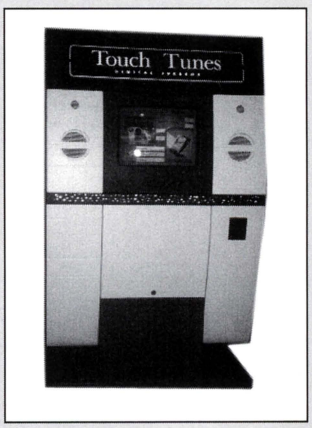
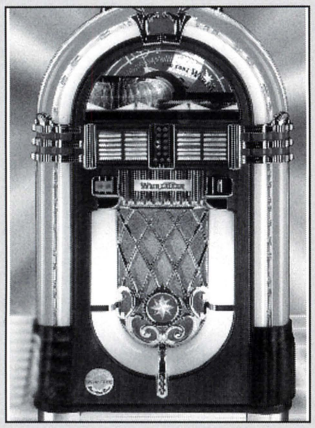


Digital Jukebox
TouchTunes Jukebox Inc.
(514)762-6244

A digitally-downloaded system that is billed as music at your fingertips. It features virtually no moving parts. It reproduces CD-sound quality resident on its computer disk accessed through its touch screen interface.

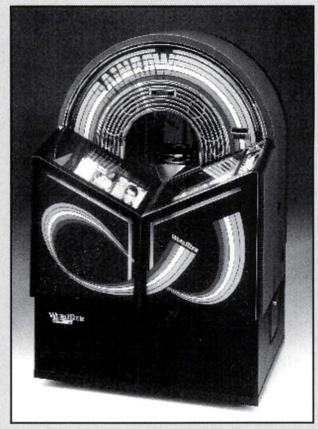
1997 EQUIPMENT CATALOG

JUKEBOXES



One More Time
Wurlitzer
(201)807-2616
The cabinet of the legendary Wurlitzer 1015 is the ideal home for the company's most current CD changer and player mechanism. The rotating lights with their constantly changing colors and bubbles offer a fascinating spectacle while more than 1,200 songs are shown on the 60 program pages. The disc player is a modified pro Philips.

Rave On
Wurlitzer
(201)807-2616
This small, affordable machine is decorated in a stylish gray color and features 54-CD display, advertisement panels, and full background music capabilities. It also has four matched internal speakers, a programmable play stimulator, and connections for microphone, added amp, and extra speakers.



Rainbow
Wurlitzer
(201)807-2616
Attractive colorful graphics in a rainbow of colors highlight this CD jukebox. It includes a programmable 120-disc CD changer, program book that features eight CDs at a glance, and multifunctional display. Options include a bill acceptor, infrared remote, microphone paging kit, and bookkeeping printer.

COIN QUOTE

"Rumors have been circulating that traditional street operators are dead, while FECs and LBEs are the future of coin-op. Let me kill those rumors right now."

John Klayh
("Through the Looking Glass," pg. 54)

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CARD GAMES, 8-LINES

8-Lines and Pokers
BestCo
(864)220-6777

Select from a complete line: Cherry 97, Cherry 96, Super Nine, Fruit Bonus, Goldmine, Super 2-in-1, Cherry Angel, Cherry Master, Magical Odds, Riviera, Americana, Dodge City, Foxtronix Super Poker, Omega, Victor 6, Poker Master, Phantom Poker, 3 Card Poker, and Royal Poker in a variety of cabinet styles.

Blackjack Deluxe
Cadillac Jack
(770)908-2094

Choose from three- and five-player models that follow Las Vegas rules. Features include 33" monitor; dual speakers with audio prompts (English or Spanish); multiple decks; printer, ticket, or hopper configurations; multiple redemption modes; internal bookkeeping; and redemption modes.

Street Models
Cadillac Jack
(770)908-2094

Three-player models offer a Las Vegas-style blackjack game in a compact cabinet centered around a 27" monitor. They have the same features as the deluxe models and are perfect for bar and restaurant locations.

Blackjack One-Player
Cadillac Jack
(770)908-2094

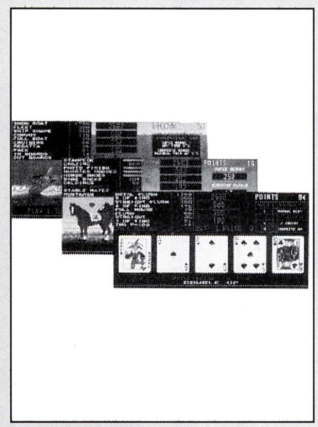
One person can play one to three hands of blackjack against the dealer per game. Features include multiple decks; buttons to assist play; redemption settings; printer, ticket, or hopper configuration; internal bookkeeping; and adjustable bonus. Kits and dedicated games available.

Cadillac Jack Plus
Cadillac Jack
(770)908-2094

Designed to comply with redemption laws of Alabama, Arkansas, Georgia, Texas, and other states. Features include symbol settings; spin mode or door mode; progressive option; skill-stop feature; hold-two feature; double-up, cherry, and bell bonuses; and more. Kits and dedicated games available.

Gold Touch
Cadillac Jack
(770)908-2094

Features: 15 games in one machine, touch screen technology, choice of cabinet design, and multiple languages: English, Spanish, French. The game supports redemption settings and has the ability to network up to 100 machines for progressive jackpots.



Surprise 5 Poker
Cadillac Jack
(770)908-2094

Classic poker with a surprise five bonus and four progressive jackpots, plus a menu option for cards or symbols (horses, cars, boats, trucks). The game supports multiple redemption configurations and menu options. Kits and dedicated games available.

8-Line Games
Games of Tennessee
(615)684-0100

Choose from a variety of 8-Line games: cherry games, Treasure Island, and many more. All can be housed in GTI's woodgrain-finish mini-cabinet that measures 19.75" wide x 24" deep x 60" high and suits all 8-Line games and pokers. GTI offers seven cabinet styles, including a cocktail cabinet.

Multi-Game Touchscreen Countertop Unit

Magical Touch 3

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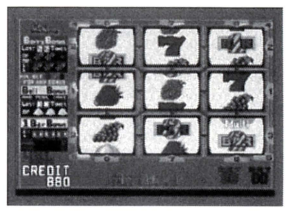
CARD GAMES, 8-LINES

Pot-O-Gold
Leisure Time Technology
(770)441-2910
Multigame machine with one of the highest earning progressives. Features include touch screen technology, multiple game plays, integrated progressives, and unique customization capabilities.

Video Poker
McGregor Enterprises
(919)933-8066
All pokers include 19" Wells-Gardner monitor, Computer P/S and JCM, or they are custom-built for operator preferences. Games include Major, Turbo II, Phantom, Sixth Card Phantom, Omega, and more. All six-button universal board-ready cabinets available. One-year warranty on all new machines.

Blackjack
McGregor Enterprises
(919)933-8066
Distributed for Vegas Amusements of South Carolina. Three- and five-player street and deluxe models available as well as a progressive bonus program. One of the fastest and most realistic video blackjack machines. Many options available.



Berry Bonus
Micro Mfg.
(615)793-5510
New game that contains all the bells and whistles of a winning 8-Line: Berry, Multi-Berry, One Bar, and Bell Bonuses. The game also includes 16 lines of play, real photos in the double-up game, and eye-catching graphics and sounds.

Magical Odds
Micro Mfg.
(615)793-5510
An 8-Line with a unique color odds feature combined with Joker Fever and Red Joker Bonus. Game play is fast-paced and repeat play is encouraged by the multiple models who show up in the double-up game. Available in upright, miniupright, countertop, sit-down, or as a kit.

Major Poker Deluxe
Micro Mfg.
(615)793-5510
Popular five-card poker game with vivid graphics, on-screen dealer, enhanced sound effects, fever and double-up rounds, and ability to control an external device (light, siren, progressive) during the strobe effect fever mode. Available in two upright cabinets, 9" or 13" countertop, 13" mini, or sit-down cabinet.

Turbo Poker II
Micro Mfg.
(615)793-5510
A Micro original five-card poker game featuring raise, hi-lo bonus, extra cards, and automatic deal and draw. Available in two upright 19" cabinets, 13" miniupright, 9" or 13" countertop, or sit-down. Also in kit form with board, buttons, plexi, harness, and manual. Special programs for Iowa and Texas.

Draw Poker 13"
P & E Technologies
(908)872-9800
Choose from a large selection of makes and models including Blitz, BTR, Wing, and more. Features include a works-in-a-drawer cabinet, rear access panel, and games that range from plain draw poker to sophisticated auto programs with digitized graphics and on-screen menu programming.

CARD GAMES, 8-LINES

Draw Poker 19"
P & E Technologies
(908)872-9800

Works-in-a-drawer cabinet with rear access panel and quality components. Available program features: random bonus, super progressive bonus, Aces or Jacks, quarter or nickel play, strip girls, digitized graphics, flush, fever, and auto bet, raise and draw. Options: bill acceptor, ticket or token dispenser, and progressive display.

Draw Poker Sit-Down
P & E Technologies
(908)872-9800

Stylish sit-down cabinet made with fine components, designed with the comfort of the long-term player in mind. Choose from a wide range of the best poker programs. Options include a bill acceptor, ticket or token dispenser, and progressive display.

19" 8-Line
P & E Technologies
(908)872-9800

This works-in-a-drawer upright comes with any one of P & E's list of 8-Line programs including Cherry Angel, Cherry Bonus III, Cherry Delight, Super Cherry Master, Super 2-in-1, Bank Robbery, Treasure Island, Gold Slot, and more. Available with a bill acceptor, ticket or token dispenser, and progressive display.

High Score 8
P & E Technologies
(908)872-9800

This special Wing/P & E project has done away with accounting and has separate "score" and "credit" columns. It is based on the W-7 graphics and has a large selection of operator-settable options.

W-7 (Skill Chance)
P & E Technologies
(908)872-9800

P & E games are available in 9" or 13" countertops, 9" or 13" uprights, and 19" sit-downs. Pictured: the W-7 in a 13" works-in-a-drawer cabinet. Features: four corner bonus, two double-ups, and operator-settable options. Bill acceptor, ticket or token dispenser, and progressive display optional.

W-8 (Bonus Chance)
P & E Technologies
(908)872-9800

Wing 8-Line shown in a 13" upright works-in-a-drawer cabinet. Features: three double-ups, jackpot, fever mode, minimum and maximum bet settings, range of percentage settings, built-in skill-stops, poker bonus in double-up, and bonus free play. Options: bill acceptor and ticket /token dispenser.

W-11 (Lucky Star)
P & E Technolgies
(908)872-9800

Wing W-11 in a 19" sit-down cabinet. This game has all the bells and whistles including pool point bonus, fever game, center free spin, three double-ups, built-in skill-stop, and a range of Wing-accurate percentaging. Options: bill acceptor, ticket or token dispenser, and progressive display

W-17 (Lucky Bank)
P & E Technologies
(908)872-9800

Look for exciting features including high adjustability, incentives for increased betting, multiple double-ups, strong graphics and audio, and the Bank Bonus that gives nine spins on the multiplier wheel. Options: bill acceptor, ticket or token dispenser, and progressive display.

1997 EQUIPMENT CATALOG

CARD GAMES, 8-LINES

Winner's Touch
P & E Technologies
(908)872-9800
Multigame touch screen machine with nine games: Blackjack, Deuces Wild, Diamonds, Double Joker, Gold Fever, Golden Bars, Jacks or Better, Jokers Wild, Keno. Offered in 19" upright or casino-style cabinet with SVGA graphics, 16-bit sound, and multiple serial ports to drive ticket dispensers, printers, modems, and progressive displays.

8-Line Games
Wood Cabinet
Kevin Sharp Enterprises
(615)895-9099
Complete selection of 8-Line upright and countertop games, also 8-Line boards. Countertops feature 13" and 9" monitors; uprights feature 19" monitors. Games have 150-watt power supplies and Mars $1 bill acceptors. Also available: ticket dispensers and printers.

8-Line Games
Metal Cabinet
Kevin Sharp Enterprises
(615)895-9099
Casino-style cabinet features 19" Wells-Gardner monitor, high-security Mars bill validator, 230-watt power supply, and printer or hopper. Cabinets can be configured for any game board. Other features include coin mechs, pedestals, and progressive jackpots.

Sharp Touch
Kevin Sharp Enterprises
(615)895-9099
Multigame touch screen unit features 19" Wells-Gardner monitor, high-security Mars bill validator, 230-watt power supply, printer or hopper, coin mechs, pedestals, and progressive jackpots. Includes six games: Lucky 21, Blackjack, Keno, Poker, Pull-Tab, and two 8-Lines.

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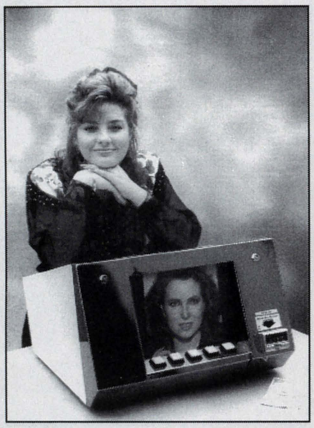
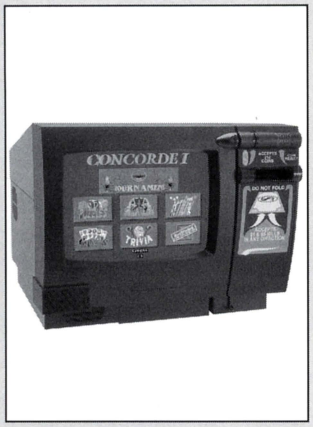
COUNTERTOPS



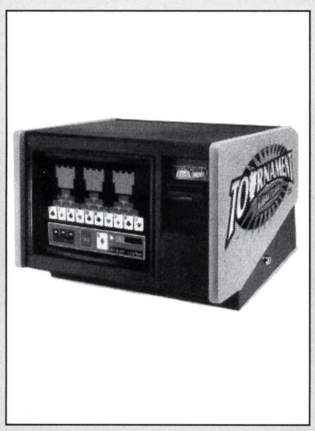
Mind Bender
J. Nelson Technology
(805)379-0131
This adult countertop game features a high-definition 14" color monitor, touch all-steel cabinet, and a bill acceptor. It comes with options for all levels of nudity including no nudity.



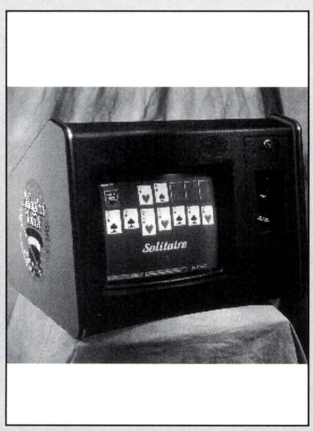
Concord I Version 2
JVL
(905)738-1344
The Concorde I countertop's Version 2 includes 42 games, all playable in tournament mode. Super VGA graphics, touch screen technology, and a CD-ROM platform combine to make this state-of-the-art a value for operators and fun for players. All games are operator adjustable for pricing, time, and rounds.

Countertop Champion
Leisure Time Champion
(770)441-2910
(800)448-4263
Included are touch screen interaction and up to 70 different player-selectable games. The Champion II has several revenue-enhancing features including advertising screens, a game timer with setting options, coin option settings, and a sturdy steel case coin box.

Megatouch XL
Merit Industries
(215)639-4700
Features include VGA graphics, digital sound, a large game library, operator-adjustable game play and pricing, tournament CD-Game Pak, Lazy Susan base, security hasp, full access service door, and extra-large front access cash box.



Megatouch IV
Merit Industries
(215)639-4700
This unit, which is also available in a tournament version, features adjustable game pricing, operator selectable game menu, reliable Microtouch touch screen, Lazy Susan base, security hasp, optional bill acceptor, and a full factory warranty.



Magical Touch 3
Micro Mfg.
(615)793-5510
Offers favorites such as Speed Trivia and Solitaire and a new word game, Scramble. Card games include Diamonds 11's, Go-4-21, Hat Trick, and the new Monte Carlo. Features: all-steel cabinet, swivel base, VGA monitor, all-glass touch screen, and 16 screens of advertising. Also: Magical Touch Tournament version.

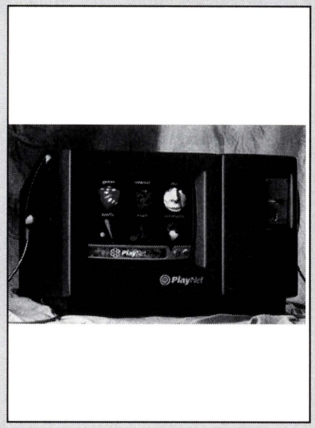
Touchmaster
Midway Games
(773)961-1000
Tournaments can be arranged for individual games or a combination of games. Operators can set up a tournament on only Hot Hoops, or set up a tournament where players would play one round of Hot Hoops, one round of 5 Star Generals, and one round of Target 21. Upgrades available.

The Bar Topper (8-Line)
P & E Technologies
(908)872-9800
A UPS-shippable countertop with swivel base, 9" or 13" monitor, and Mars DBA with 400-bill stacker. It is available in all 8-Line programs and with a ticket dispenser.

1997 EQUIPMENT CATALOG

COUNTERTOPS

The Bar Topper (Poker)
P & E Technologies
(908)872-9800
Also UPS-shippable with swivel base, 9" or 13" monitor, and Mars DBA with 400-bill stacker, this stylish unit is offered in a host of the industry's best poker programs including such features as random bonus, super bonus, adjustable percentage, auto raise bet, and draw. Now available with a ticket dispenser.



PlayNet Web
PlayNet Technologies
(212)582-2400
This unit is a compact, pay-per-play countertop terminal which allows users to choose from a menu of options including a minimum of 10 games renewable by downloading networked games to remote locations, prize tournaments, Internet browsing, voice- and text-activated chat rooms, music, and personals and classified ads.

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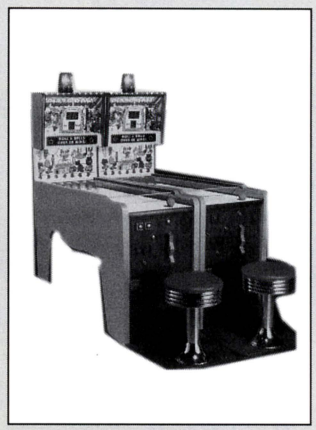
BALL ROLL DOWNS

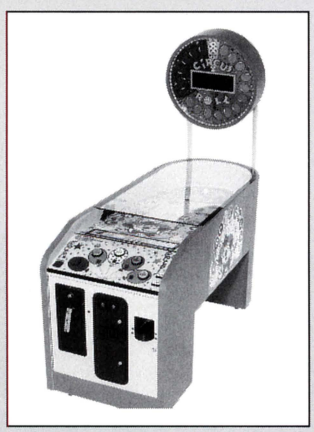
Clown Rolldown
Bay Tek
(414)822-3951
Roll six balls to achieve a high or low perfect score. Look for hoopla music, low-ticket light, double-stack ticket holder, 15-ball reservoir and low ball sensor, double coin mechs, theft-proof metal front, and many options. Dimensions: 22.25" wide x 72" long x 69" high.

Jungle Picnic
Bay Tek
(414)822-3951
Players roll balls into the lighted animal's mouth to win tickets (operator-programmable). A Jumbo Winnings progressive sign can be added on all Bay Tek units, which share the same cabinet dimensions and standard features. Also available: Fielder's Choice baseball-themed roll down.



Pizza Roll
Bay Tek
(414)822-3951
Build a pizza by skillfully rolling balls into slots representing various ingredients. Look for flashing lights, cartoon graphics, and all the standard Bay Tek features. Also available as Space Command, a space-themed version.

Rock N' Roll
Bay Tek
(414)822-3951
Step back to carefree times in this 1950s-themed game that challenges players to roll six balls to achieve a high score and win tickets. Like other Bay Tek models it has a removable rollbed for easier service and access to the game interior.



Circus Roll
Coastal Amusements
(908)905-6662
Choose from one to five colors, each with a different difficulty level and ticket value, then roll the ball toward a colorful spinning wheel. When the ball falls into one of the spaces selected, the player scores. Dimensions: 28" wide x 72" deep x 77" high. Also available: Kaleidoscope.

Rollin' For Riches
Lazer-Tron
(510)460-0873
Roll up to five balls to get certain numbers on the spinning dice on the back wall. Form pairs, three of a kind, or other combinations and win tickets.

Safari Roll
Lazer-Tron
(510)460-0873
Players roll five balls to make combinations of animals on the mechanical spinning targets on the back wall. Make the best combinations to win ticket big time. Dimensions: 25" wide x 72" deep x 86.5" high.

Spin To Win Series
Lazer-Tron
(510)460-0873
Choose from Jungle Rama, Spin a 21, and the original Spin to Win. All ask players to roll three balls down the playfield into different slots on the wheel worth different values. It's possible to win thousands of tickets. Dimensions: 24" wide x 72" deep x 96" high.

Seidel Wrote the Book on Redemption . . . and the Sequels Keep Rolling Out!

HI-LO LXI

SMOKIN' TOKEN

Familiar Games of PROVEN Value and Entertainment

GOIN' ROLLIN'

LITE-A-LINE LXI

TWENTY-ONE LXI

POKERENO LXI

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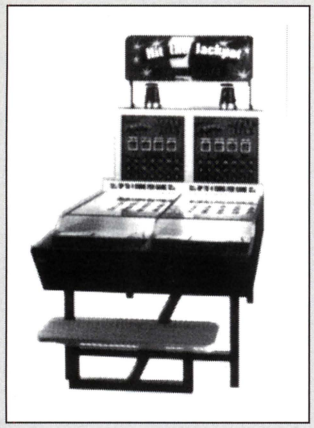
BALL ROLL DOWNS



Apple Jack
Seidel Amusement
(505)821-6878

New generation 21-style game with ticket-every-time option, optional hit-the-jackpot display, and the ability to link games for individual or combined jackpots. Players count apples and watch the tickets stack up.

Dino Roll
Seidel Amusement
(505)821-6878

Dinosaurs decorate the back wall of this operator-programmable roll down that can't be missed in its bright purple cabinet. It has all the same features as Quackers including multicoin play, bonus lane tickets, and ticket-every-time scoring option.

LXI Hi-Lo
Seidel Amusement
(505)821-6878

Updated classics! Here a player must score Hi-Lo (21) with two to five balls or remain under Hi-Lo with five balls. The sleek new LXI white cabinet features a padded armrest and a host of options.

LXI Lite-A-Line
Seidel Amusement
(505)821-6878

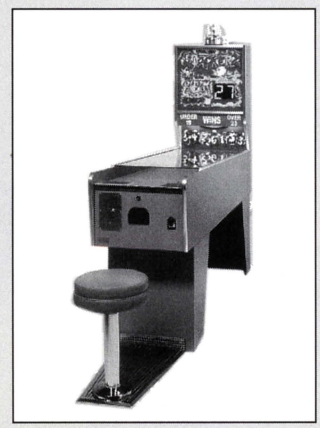
An old favorite combines the excitement of Bingo with the challenge of a roll down. Using six balls players try to score four corners or complete as many lines as possible. Dimensions: 78" wide x 94.50" deep x 68.50" high. With a header the game stands 90" high.

LXI Pokereno
Seidel Amusement
(505)821-6878

An interactive skill game that features a center hole or Joker that acts as a wild card. It can also be used to issue bonus tickets and individual jackpots. The Hit the Jackpot header (shown) is an optional multicolor display that attracts players and explains the rules and game features.

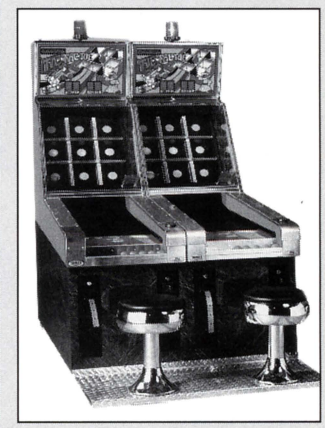
LXI Twenty-One
Seidel Amusement
(505)821-6878

Players are challenged to score exactly 21 using two to five balls per game or remain under 21 with five balls. The playfield has 25 holes with score values from one to 10, and several that act like Aces count as 11 or one.



Quackers
Seidel Amusement
(505)821-6878

Cartoon character ducks highlight this game in which players can deposit up to four coins per game to multiply winnings. It also has a bonus lane for tickets during the game and the ticket-every-time scoring option (minimum one ticket per coin).



Tic Tac Toe
Skee-Ball
(215)997-8900

Roll balls up the alley to gain a vertical, horizontal, or diagonal Tic Tac Toe. Features include ticket dispenser, operator adjustments, coin and ticket meter, and choice of two- or three-player models. Available in minialley format. Dimensions: 26" wide (per station) x 92" deep x 84" high.

ISLAND DESIGN

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57"L x 41"W x 66" H
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Get slap happy with BOPPIN' BUGS! Smash those pesky "bugs" with the mallet as they light up the playfield. The faster you squash 'em the faster they light up

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and GHOST HUNTER™ INTO TUT'S TOMB

High earning two player shooting redemption video game.

- NON VIOLENT.
- ATTRACTIVE GRAPHICS AND SOUND.
- POPULAR WITH BOTH SEXES.
- APPEALING ANIMATION.

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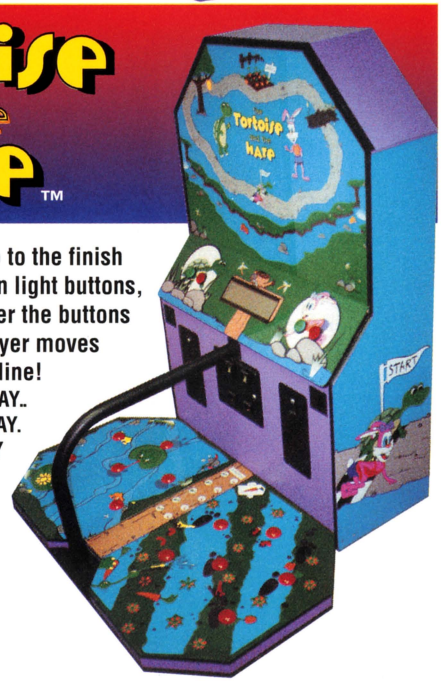
Tortoise and the Hare™



High speed, two player stomp to the finish game. Players try to stomp on light buttons, the faster they stomp the faster the buttons light up and the faster the player moves around the track to the finish line!

- ANIMATED DOT MATRIX DISPLAY.. ATTRACTS SPECTATORS TO PLAY.
- ILLUMINATED SCORE DISPLAY ON FOOT PAD.
- SAFETY BAR HELPS PLAYERS KEEP THEIR BALANCE.
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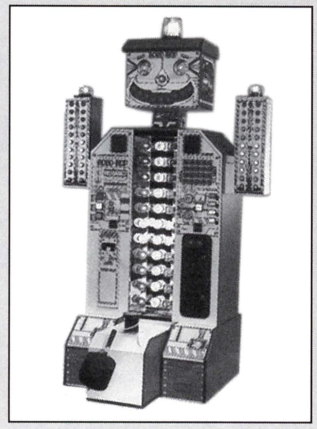
Developed and manufactured by Island Design Inc.

BOPPING/STOMPING GAMES

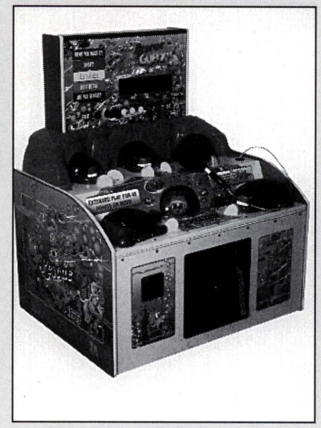
Whac-A-Mole
Bob's Space Racers
(904)677-0761

The classic mole-bopping game where players hit clever moles as their heads appear at random. Features include three adjustments for difficulty level and ticket output, and adjustable number of coins per game. Custom sound and lighting arch available. Dimensions: 5'6" wide x 3' long x 6' high.



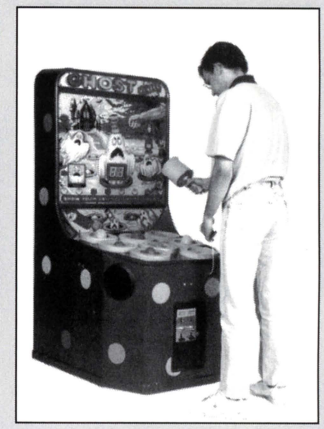
Robo-Bop
Coastal Amusements
(908)905-6662

Select male or female gender, then swing the mallet to strike the pad and gain a score from one to 11 and win tickets. Features include light show and sound system, ticket dispenser or capsule vendor, and language options. Dimensions: 56" wide x 39" deep x 93" high.



Rescue the Guppy
Data East
(408)241-0219

A whack 'em and smack 'em mallet game with an underwater theme. Players give hungry turtles a bang on the head before they can eat baby guppies. Features include custom music and sound, operator-adjustable payout, dot-matrix display, padded mallet, ticket dispenser, and low-ticket light. Dimensions: 45" wide x 34.5" long x 55.5" high.



Whac-A-Ghost
Falgas USA
(305)471-0476

A redemption game where players must hit 8 elusive ghosts who laugh as they are being pursued. The game is housed in an upright blue cabinet with colored dots, cartoon ghost graphics, digital scoring, and double coin mechs.

Mouse Attack
ICE
(716)759-0370

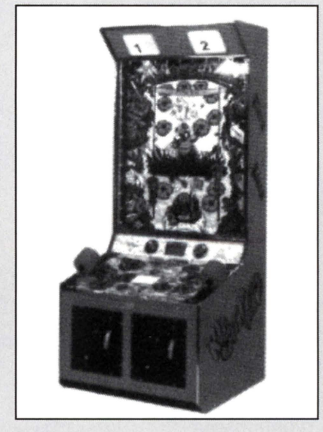
The object is to catch the mice and save the cheese while winning tickets in the bargain. Players hit a giant button on the slice of cheese to catch mice as they scamper around on the video screen. Features include adjustable ticket payout and colorful cabinet graphics with overhead sign.

Boppin' Bugs
Island Design
(707)547-4850

A high-speed mallet game where players try to bash the bugs as they light up on the playfield. The faster you squash them the faster they light up. Adjustments are easy to make for both young players and more skillful players. Dimensions: 32" wide x 37" long x 72" high.

Spider Stompin' Deluxe
Island Design
(707)547-4850

An improved high-speed foot-stompin' game where players try to stomp on brightly lit buttons before the light goes out. The faster they stomp the faster the buttons randomly light up. Look for the new animated display. Dimensions: 41" wide x 57" long x 66" high.



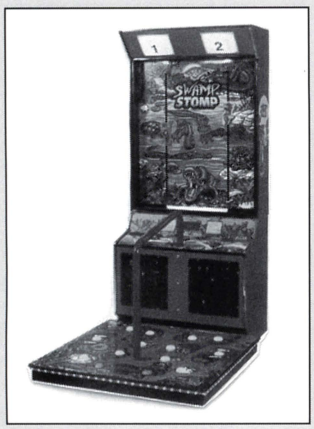
Ribbit Racin'
Lazer-Tron
(510)460-0873

Players hammer targets that light up quickly

The object is to make your frog climb the track by accurately hammering targets that light up quickly. Players compete against each other to beat the fastest time of the day. Dimensions: 41" wide x 38" deep x 95" high

1997 EQUIPMENT CATALOG

BOPPING/STOMPING GAMES

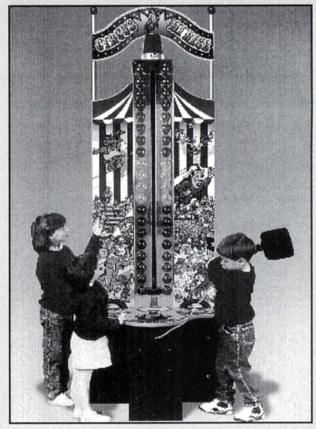


Swamp Stomp
Lazer-Tron
(510)460-0873

Stomp your way across tricky alligator backs to reach the treasure at the top of the swamp. Stomp on the lighted targets to achieve your goal; two players can race against each other. Dimensions: 43" wide x 72" deep x 87" high.

Dino Bonk
Namco
(408)383-3900

Prepare for dinosaurs to peek out of their caves, then bonk them back into place in a game with an extended play feature that rewards those who reach 40 points. A single level playfield design makes it easy to reach the dinosaurs. Look for two access doors, low ticket light, and operator-adjustable payouts.



Circus Hi-Rise
Skee-Ball
(215)997-8900

Available in 8- and 10-ft. models, a coin-op version of a midway game with digital sound and colorful graphics. Strike the target pad to illuminate lights as the puck travels to the top of the tower. Ticket awards are based on the level achieved. Dimensions: 35" wide x 32" deep x 90" high. Full year warranty.

AMOA International Expo '97
ATLANTA

GO APE AND SHOOT FOR PROFITS!
Goin' Bananas™ is Bay Tek's new, all-out-ape, frenzy-style game. The player simply watches the lights chase until in position for the big banana. With a hit of the button, the grab is complete. Every try wins!
Basket Fever is our new HOT bucket-dunkin' game. Insert coin(s) for nine balls of fast-shootin', net-swooshin' fun! Dunk as many balls as possible to win tickets. Call us at 414-822-3951 for literature or visit our web site!
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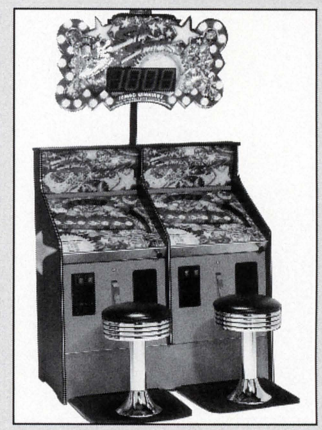
Researchers, designers & manufacturers of amusement skill games since 1977.

NOVELTIES

Ghost Train
American Sammy
(847)364-9787
Take a ride on the Ghost Train. Play up to eight coins and win up to 4,000 tickets. It's operator adjustable. Players must stop the spinning wheels with skill stop buttons, then watch the lights spin around the playfield. If the light stops on one of the characters that's stopped on the wheels, it's a bonus.

Round 'N Round
Astro Distributing
(309)786-7066
This redemption piece uses a continuously rotating turntable moving a ball in a scoring race. There are 24 scoring positions with the 12 o'clock position reserved for the jackpot. Easy enough for the youngest children and challenging enough for adults. Also available in a compact size.

Shot Clock 2
Astro Distributing
(309)786-7066
The Shot Clock 2 is loaded with basketballs and footballs with professional sports teams logos and has new graphics. Improvements include two scoring ports in the field (baskets score 3 points, misses 1), large easily accessed prize hopper, upgraded shooter, and is available with a ticket dispenser.

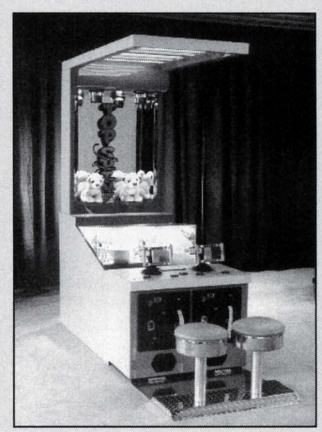


Star Shooter
Bay Tek
(414)822-3951
It's fun, it's simple. The playfield consists of seven targets with adjustable ticket numbers and a range of difficulty. One steel ball is released and the player pulls back the plunger and shoots the ball for the highest score. It features a compact cabinet with incredible outer space graphics.

Shoot N' Hoops
Bay Tek
(414)822-3951
It's the player against the clock in this fast-paced basketball game. As the shot clock begins, the player pulls back the plunger and in rapid fire fashion shoots to score as many points as possible before time runs out.

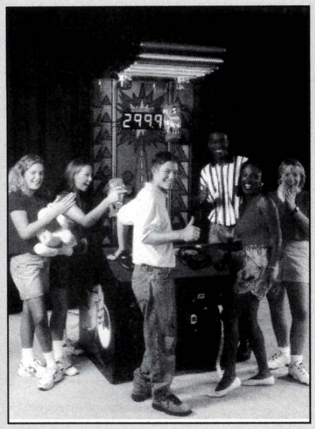
Goin' Bananas
Bay Tek
(414)822-3951
For fast paced fun in the jungle, this game of timing and reaction is just right. It is played by timing the traveling light and stopping it on the highest ticket payout. It has beautiful graphics and real jungle sounds.

Air It Out
Bay Tek
(414)822-3951
It's all in the timing in this eye-popping football themed game. It is played by timing traveling football lights, each representing an adjustable ticket number and one touchdown. Hit the pass button to stop the light and every pass wins. Features a space-saving cabinet.

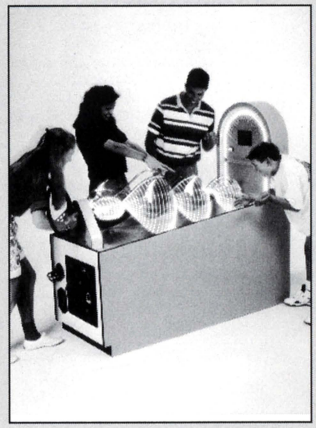


Top Spin
Bob's Space Racers
(904)677-0761
The race toys spin upward as players shoot their water guns at the target. The faster they hit the target, the faster their toy advances up to the finish line. It can be re-themed in the future with new race toys, colors, and lights.

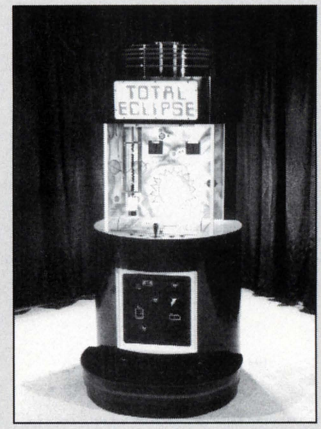
Monkey Drop
Bob's Space Racers
(904)677-0761
Listen to the jungle drums. When they stop, the monkey drops bananas and prize cards. Using the grabbers the player tries to catch a prize card. He may catch a small, medium, or large prize. It comes as a compact single unit or can be purchased in groups.



Speed Shifter
Bob's Space Racers
(904)677-0761
It's an all out drag race and you know how everyone loves to race! Players steer their cars and speed shift as the announcer calls the gear. The player who shifts fastest as the gears are called wins the race. It can be re-themed in the future with new cars, colors, and lights.



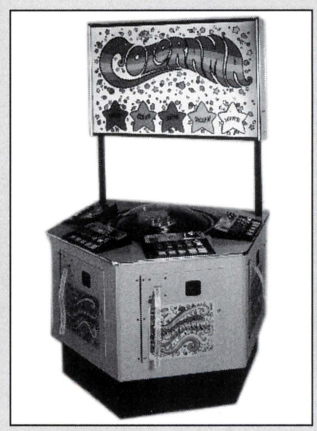
Sidewinder
Bob's Space Racers
(904)677-0761
The playing table has a slight downward tilt and four sharp turns to be negotiated by the player. The object is to wind a ball down the curves by using the steering wheel to tilt the table to the right and to the left. The player must steer the ball precisely into the pocket at the end of the playing table to win.



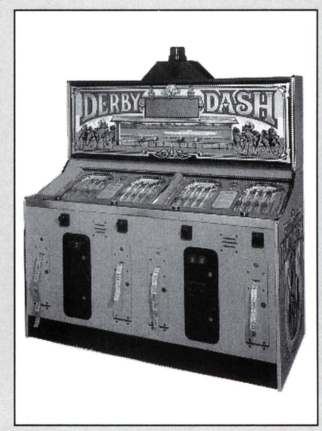
Total Eclipse
Bob's Space Racers
(904)677-0761
A total eclipse of the sun is the player's goal. Using the joystick to maneuver the playing disks you attempt to completely eclipse the sun.

Ring 'Em Up
Bob's Space Racers
(904)677-0761
The player must load up the coin flipper and let 'em fly! Players are trying to flip the coins into the cash drawer as it opens and closes. The flashing lights on the cash register keep changing values so players keep trying for the highest score. The higher the score, the more tickets won.

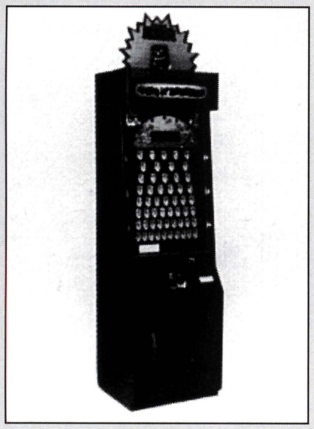
Thunder Run
Bromley
(847)509-0240
This four-player stock car race game will bring the thrill of Daytona into your customers' locations. Players choose their car and race against the others. It has great graphics and appeals to all ages.



Colorama
Bromley
(847)509-0240
In this fast play four-player game, players choose between one and five colors and when the ball falls in the color the player has picked tickets are rewarded. Should the ball fall in another color an operator adjustable feature issues rain check tickets.



Derby Dash
Bromley
(847)509-0240
A barker invites players to enter the race. Once they've taken him up on that offer, the winner takes all. A plasma display shows lengths during the race and photo finishes add realism. It's in a plywood cabinet with solid state electronics and a double stack ticket tray with a low ticket indicator.



Cops N' Robbers II
Bromley
(847)509-0240
A fast playing game with an interactive audio/visual playfield. The theme is a whimsical bank heist. Players attempt to rob a bank by capturing various amounts of loot as the police close in. Look for adjustable jackpot levels, full self-diagnostics, and flexible percentaging.

Sunset
BWB Newark
(407)578-1238
This skill stop redemption machine is capable of dispensing tickets or tokens in various values. It has a bill validator option and is fully adjustable coin or token in. Excellent CD quality sound and fabulous graphics.

Reel Skill
BWB Newark
(407)578-1238
This PURE skill stop redemption machine can dispense tickets or tokens. It has a bill validator option, adjustable coin or token input, CD quality sound, unique graphics, and future plans call for voucher printing capabilities for use in street locations.

Happy Hour
BWB Newark
(407)578-1238
This is an AWP (amusement with prize) skill stop machine designed to dispense tokens or tickets as well as allowing direct prize redemption. It's fully adjustable for coin or token in and has excellent CD quality sound and striking graphics.

Bullion Blox
BWB Newark
(407)578-1238
This is an SWP (skill with prize) Tetris-type of pure skill game with a built-in prize award system. It is completely adjustable coin or token in, has CD quality sound, and play appeal graphics. Prizes can be tailored for each type of location and age group.

Find the Lady
BWB Newark
(407)578-1238
This skill game challenges the player to keep track of the last lady (queen) and advance on the snakes and ladders course. Win points for free replays. May be available with prize or token/ticket payout after the test phase is complete.

Pop-A-Ball II
Coastal Amusements
(908)905-6662
This novelty game challenges the player to pop five balls around a grid of 25 holes, each marked with a playing card value. The hand drawn shows on the 19" color monitor above. Players can discard cards and pop again. Tickets are awarded for winning hands.

Pop-A-Tac-Toe II
Coastal Amusements
(908)905-6662
Players pop four balls to score tic tac toe (four corners and inside the small diamond). Players may save, discard, and pop again. Tickets are awarded after the second pop. The action is seen on a 19" color monitor.

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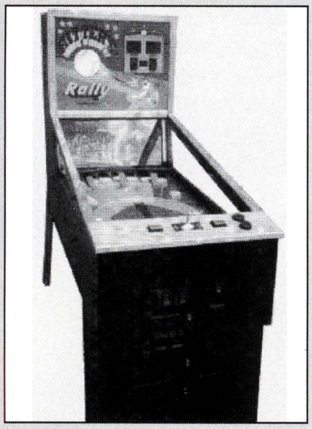
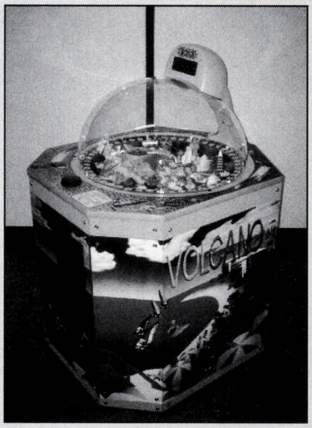
NOVELTIES



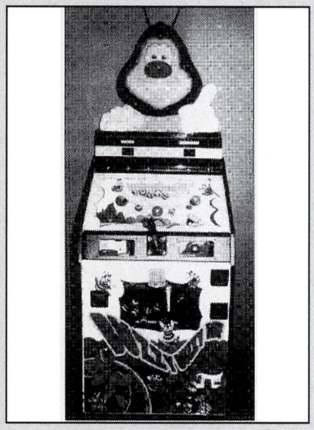
Hitters Rally
Coin Concepts (CCI)
(908)390-9009

This is an old-time classic with a '90s flavor. Players pitch a metal ball and swing with a bat to hit home runs. The ball can travel into one of 12 holes representing different hits or outs or it can roll up one of three ramps to go over the wall for a homerun. Also comes in a fast-pitch version.



Volcano
Coin Concepts (CCI)
(908)390-9009

With a small footprint and reasonable price, players try to skillfully time the eruption of the volcano to release the ball into the highest lit award area as the flashing lights stop. There's a winner every time and a bonus feature. Up to 16 games can be linked.

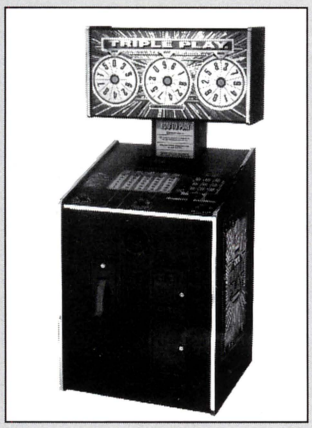


Buzzy Bee
Coin Concepts (CCI)
(908)390-9009

The buzzy bees (actually ping pong balls) fly through the air, swarming around the honeypot. Players try to catch them in the net and dump them in the honeypot. The more they catch the more points are earned. There's a bonus light that gives double points when lit.

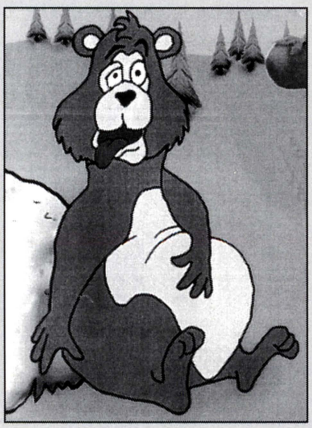
The Dealer
Coin Concepts (CCI)
(908)390-9009

Proven over the last four years, this sit-down casino style poker game appeals to the gambler in every adult. Linkable with a progressive sign for up to eight games, it has easily adjustable percentaging and skill features.



Triple Play
Coin Concepts (CCI)
(908)390-9009

It's a Pick 3 lottery game fashioned after the old boardwalk games. Players select their favorite numbers and try to stop the wheels to land on those very numbers. It features six different winning combinations.



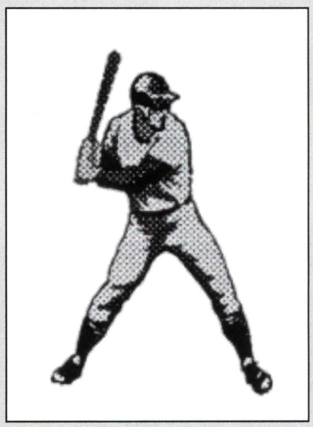
Frantic Fred
Coin-Op Intl.
(714)999-0700

Using a steering wheel, this cute game challenges players to catch the falling apples from the tree while avoiding falling objects. Operator has complete control over ticket payout and the game has selectable game time from 10 to 30 seconds.

NO PHOTO AVAILABLE

Flower Busters
Data East
(408)241-0219

Players will go crazy shooting at these exciting movie-themed flower characters. The goal is to capture all seven flower monsters with a laser gun. Each one captured adds to the score. Each flower opens at random and the player must accurately target the middle of the flower before it closes.



Squeeze Play
Fabtek
(206)881-0900

Test your catching and throwing skills with this baseball game. A polysoft hardball is tossed out of the game to the player. At the same time a base runner on the playfield starts running for home. Players must hurry to throw the ball to the catcher (a hole in the mit on the backdrop) and get the runner out.

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GAME DIMENSIONS:

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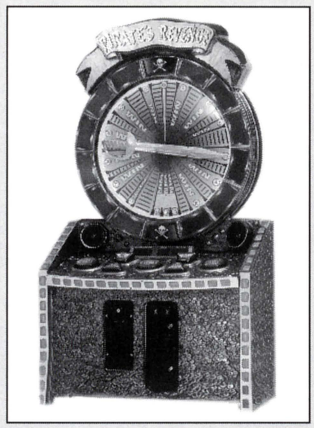
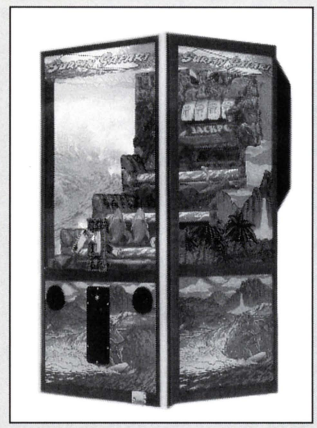
NOVELTIES

Jungle Bungle
Fabtek
(206)881-0900
Players try to raise the magic stone up through the jungle of spinning vines and monkeys without it being knocked off. You control the game with a banana lever and try to work the stone up using precise timing to reach the top and the progressive jackpot. Great graphics and jungle sounds add to game play.



Pirates Revenge
5 Star Redemption
(818)773-7200
The player spins a giant sword with the goal of skillfully stopping it on various win areas. The optional seven-button game allows the player to push the "two times button" and skillfully try to double his tickets. Options include flash and neon package to jazz up the cabinet.



Surfin' Safari
5 Star Redemption
(818)773-7200
Shark attacks, animated surfers, gnarly moving waves, and coin eating clams will make this lively, eye catching game an attraction in FECs. Players can play multiple coins and awaken the Big Kahuna to win the big jackpot.

Steer Crazy
Fun Industries
(309)755-5021
Players sit down, grab the steering wheel, kick out a ball with the gas pedal, and spin a colorful disk with the wheel to direct the ball into various holes. Each hole is worth points, which convert to tickets. It features hot neon graphics, electronic message center, and whimsical characters.

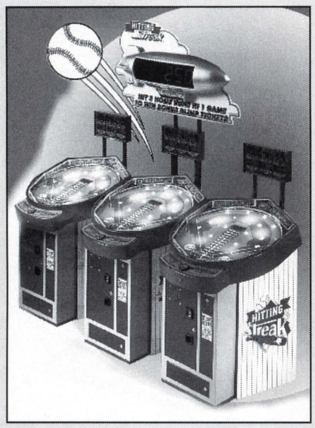
Pop Fly
Fun Industries
(309)755-5021
The player must twist the knob to catch the ball after it falls through rows of pins. He scores points with each catch. Prizes vend at any point value the operator selects, including a prize every time at coin up.

Pachislo
Grandview Products
(914)268-1817
Like a traditional slot machine, a Pachislo allows the player to insert up to three tokens, spin, and stop the reels and hope for a jackpot. Unlike a slot machine, it offers the player control over stopping the reels through skill stops located on the front panel of the machine.

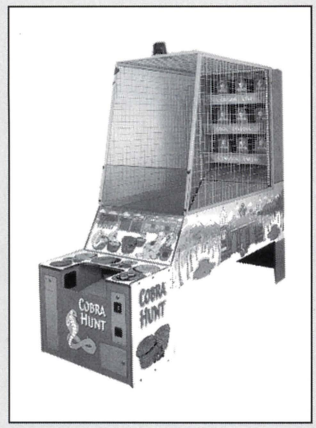
Pachinko
Grandview Products
(914)268-1817
Pachinko is a classic game of skill with flashing lights and exciting sound effects accompanying the race to the jackpot through a maze of wheels and pins. These are completely reconditioned, original product actually used in Pachinko parlors in Japan.

NO PHOTO AVAILABLE

Skill Shot
HanaHo Games
(310)483-1414
This novelty game is great for bar locations. The player inserts a coin, flips the lever on the right side, and the coin flies across the playfield. Then he flips the lever on the left and he can earn a ticket that can be redeemed or it will give the coin back; it's up to the location. It's 8" deep x 2'1/2" wide.

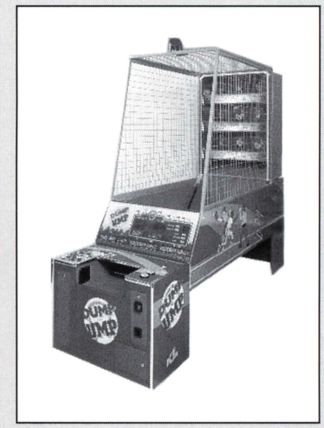


Hitting Streak
Innovative Concepts in Entertainment
(716)759-0370
This baseball themed skill redemption game delivers three pitches—slow, medium, and fastball—each with its own progressive jackpot. Hit all three pitches for homeruns and win Bonus Blimp progressive. A Bonus Blimp marquee is optional for one or more games.

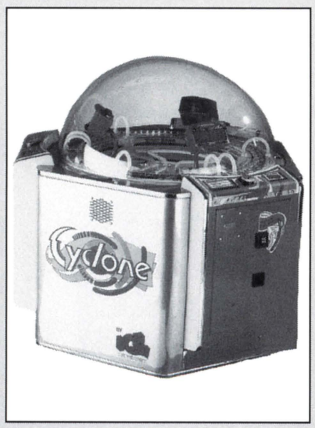


Cobra Hunt
Innovative Concepts in Entertainment
(716)759-0370
This traditional ball toss game challenges players to hit the cobra targets in the rear of the cabinet. It has new graphics and theme song, available for one or two players, all plywood construction, and numerous adjustable ticket options.

Tickets 'n' Tunes
Innovative Concepts in Entertainment
(716)759-0370
This vertical coin-drop game challenges players to drop coins into a rotating turntable playfield. It looks like a mini jukebox with brilliant colors and wonderful graphics. It features adjustable turntable speed, built-in wheels for easy moving, 13 great '50s style tunes, and big ticket payoff.

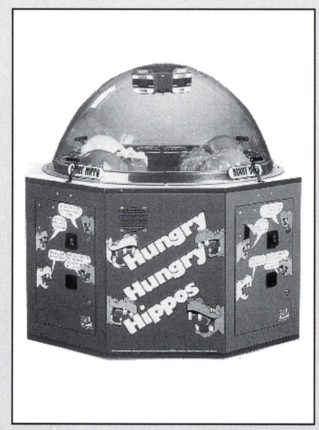


Dump the Ump
Innovative Concepts in Entertainment
(716)759-0370
This great classic midway ball toss game with a baseball theme invites players to hit the umpire targets on the rear of the cabinet. It features new mechanical targets, new graphics and theme song, available for one or two players, and has numerous adjustable ticket options.



Cyclone
Innovative Concepts in Entertainment
(716)759-0370
This one- to three-player novelty game features a series of lights inside a round dome that are illuminated to form a traveling light. The player's challenge is to capture the light between the arches immediately in front of the control panel. Each time it's played with no winner the jackpot increases.

Cyclone Jr.
Innovative Concepts in Entertainment
(716)759-0370
This is a one-player version of Cyclone. The lights are illuminated in front of the player and he must capture the light between the arches in front of the control panel.



Hungry Hungry Hippos
Innovative Concepts in Entertainment
(716)759-0370
This really cute game is based on a children's board game. In this version four colorful hippos are waiting for up to four players to hit the lever that makes them open their mouths and go for the marbles. The more marbles, the more tickets the player wins.

The Prize Zone
Lazer-Tron
(510)460-0873
In this multigame prize machine for street locations, players can choose from a variety of skill games and acquire prize credits based on how well they play. Credits are then exchanged for prizes programmed into the game. A coupon is printed out by the machine to be redeemed with the attendant.

NOVELTIES

Pitch-It
Lazer-Tron
(510)460-0873
This all-time midway favorite is a fully automated version of the classic coin toss. Players get 10 plastic coins to toss at the targets. Each target has a value from five to 100 tickets. Dimensions: 32" wide x 82" deep x 81" high.

Ring Toss
Lazer-Tron
(510)460-0873
Ring Toss is a fully automated version of the all-time classic ring toss midway game. Players get eight rings which they try to toss onto the bottles. Dimensions: 31-1/2" wide x 81" deep x 81" high.

Super Solar Spin
Lazer-Tron
(510)460-0873
Players attempt to stop the spinning light bar on the jackpot slot to win the built-in bonus jackpot or on the surprise slot to win large bonus prizes. Features include instaprize printer, built-in progressive jackpot, fully operator programmable, attractive graphics, and one- or two-player versions.

Wheelin-N-Dealin
Lazer-Tron
(510)460-0873
Players get three attempts to stop the spinning hands on desired slots which are worth a number of tickets in this skill stop game. They can win up to 60 tickets on a single coin but must avoid the bankrupt slot which could wipe out their winnings and the lose a spin which will take away one of three spins.

Wild Thing
Lazer-Tron
(510)460-0873
The pinball shooting game allows players to fire the pinballs at the drop targets located on the lower playfield and then up the ramps to knock out the targets on the upper playfield. The faster the player gets all the targets the more they win.

Pot O' Gold
Meltec
(503)643-8312
Players roll balls up the right side of the playfield, around a curved ramp, and back down the left side into a 16-hole scoring matrix. Scores depend on where the ball lands. Look for a jackpot ticket bonus and many operator adjustable features.

Spin Doctor
Meltec
(503)643-8312
Players time three spinning wheels and pushbuttons to stop them at just the right time. Each wheel has various point values and the player attempts to line up three of a kind for higher scores and more tickets. Match up three 10,000 decals and win the progressive ticket bonus.

Fever Chance
Midwest Amusement Corp.
(847)364-7722
This game of skill challenges the player to match three frogs, all dressed in outrageous costumes to win tickets. It features a ticket dispenser; separate locked areas for tickets, coins, and service; a low ticket warning light; and an all metal cabinet

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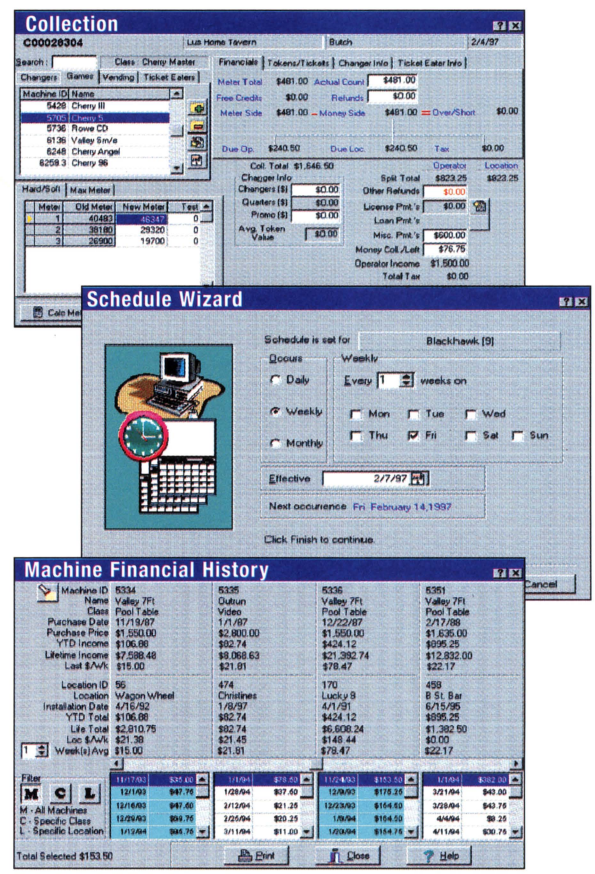

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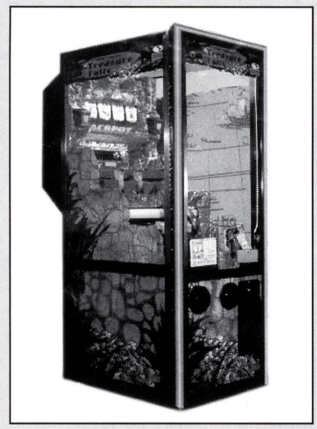
1997 EQUIPMENT CATALOG

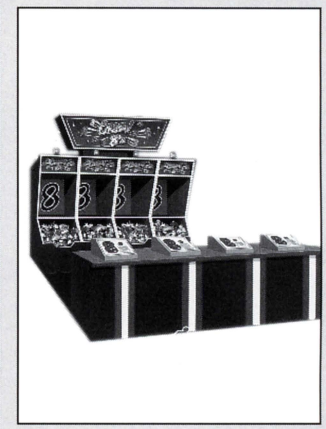
NOVELTIES

Belly Bomber
Namco
(408)383-3900
The object of the game is to launch bombs at the dragon's belly as fast as possible. Extended play is awarded to players who are successful in reaching 30 points in a specified time. Two games can be linked for competitive actions. A tie earns an additional 10 seconds.

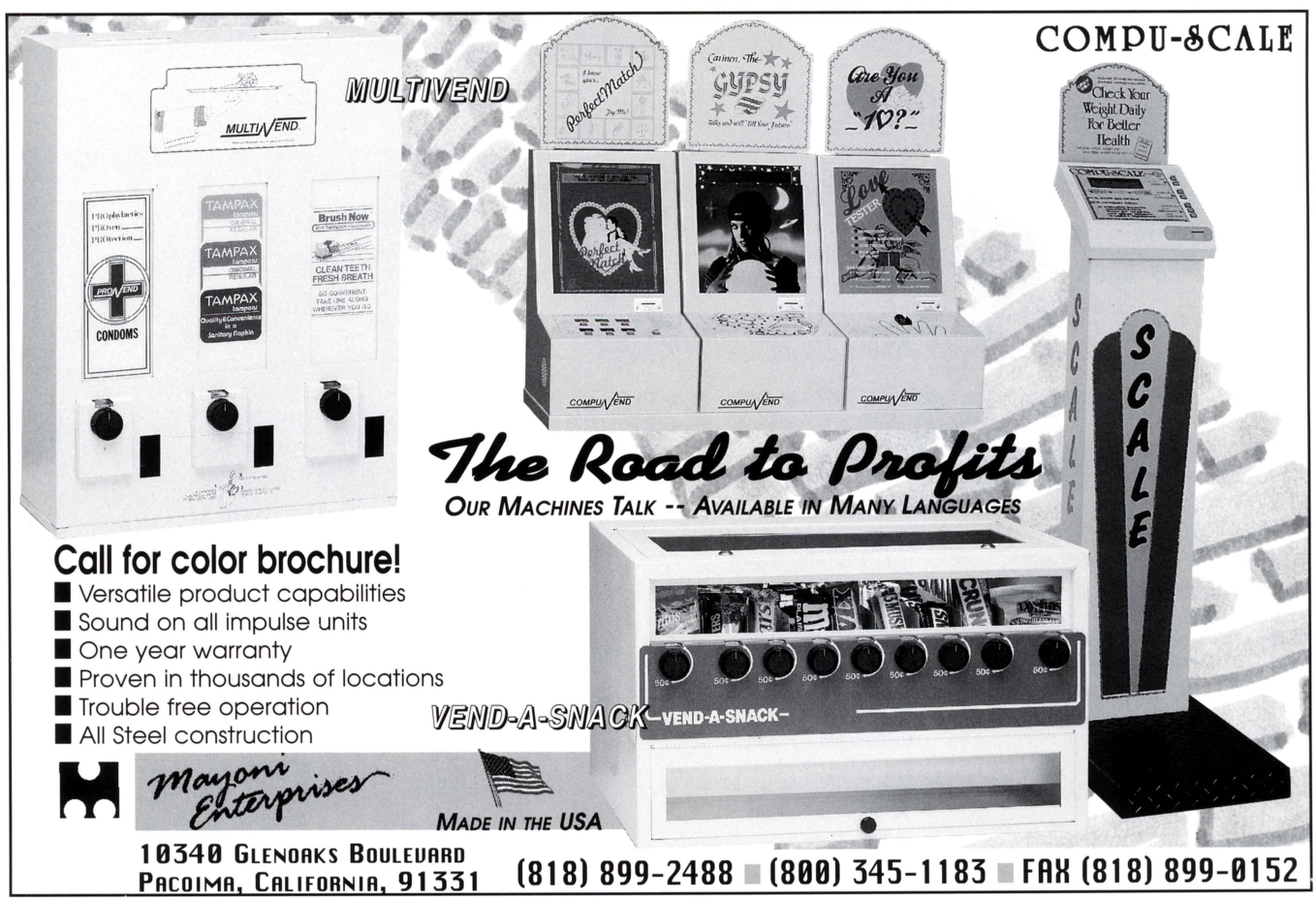


Treasure Falls
Planet Earth
(818)778-3330
The player tries to hit teeth and cause the jackpot, loaded with coins, to dump the treasure. Coins fall down onto the moving conveyor belts and roll off into cobra or jewel type targets for more points. Also available: Grand Treasure Falls and Jumbo Treasure Falls.

Car Toon Racin'
Skee-Ball
(215)997-8900
In this one- or two-player redemption race game players pit their pinball skills against one another to race hot rod cars down an illuminated roadway. Two exciting pinball playfields contain a variety of targets which cause the cars to move forward when successfully triggered. The first to the finish line is the winner.



Crazy 8's
Skee-Ball
(215)997-8900
This is an innovative midway game that tests a player's reaction skills. He picks a favored color on the display panel, then tries to stop the flashing "8" on his chosen color. A perfect match is a winner. It offers operator adjustable settings and is adaptable to any size midway operation.



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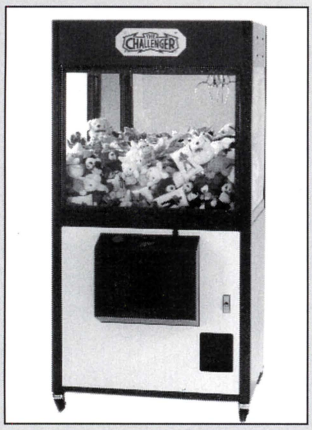
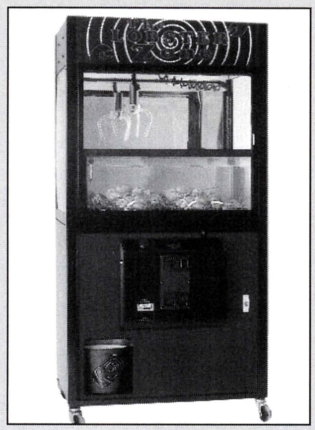


Challenger
Advanced Games & Engineering
(954)527-0907

This unit has all the improved features found on the company's well-known Snack Attacker candy crane. It is taller, wider, deeper, and comes in a new 40" wide model with special accommodations for plush toys. AGE cabinets are constructed of heavy-gauge steel.



The Lobster Zone
Advanced Games & Engineering
(954)527-0907

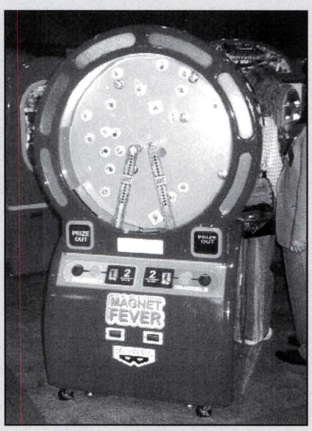
Unique crane variation with a special stainless-steel cabinet and water filtration system to sustain live lobsters. Features include neon lighting, sound effects, and operator-programmable winner-every-time mode and skill play mode. Dimensions: 40" wide x 32" deep x 77" high.

Snack Attacker
Advanced Games & Engineering
(954)527-0907

Improved features highlight this candy crane: new claw action, sound effects, win sensor, streamlined cabinet with dome, square drop chute with door, and chute-in-back design and built-in tilt switch. Available in three color schemes.

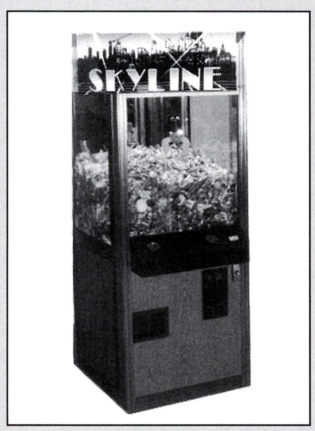
Key Catcher
American Sammy
(847)364-9787

A new generation two-player crane with a robotic arm that the player moves up and across via two buttons to try to claim a prize. All the prizes hang on key chains. The bright and colorful cabinet attracts players of all ages.



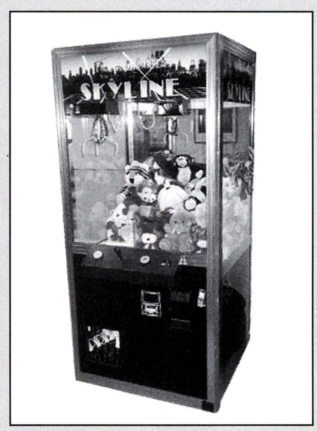
Magnet Fever
American Sammy
(847)364-9787

A new vertical rotary that displays magnets and other types of prizes. Players move the arm to try and slide a prize into the prize slot. Prize possibilities are endless. The cabinet is bright red with a large round playfield.



Skyline 26
CGI Entertainment Group
(909)930-5828

Play-til-you-win candy crane constructed of metal and wood, framed with gold anodized aluminum extrusion that makes it a pleasing addition to any location.



Skyline 28
CGI Entertainment Group
(909)930-5828

A perfect fit for locations that are short on space,
this model comes with all the standard features such as front door access, tempered glass, and a number of options.

Skyline 36, 43, 53
CGI Entertainment Group
(909)930-5828

Choose from three sizes (36", 43", 53" wide) equipped with chasing rope lights, large plush capacity, tempered glass, front door access, and five color choices. Oak packages also available. Skyline cranes come with a one-year parts and labor warranty.

KEY CATCHER

The most advanced crane ever produced...

featuring a revolutionary "robotic" arm that gives the player more control than ever before.
It's a merchandiser, vending machine and amusement game rolled into one!

See Key Catcher in Action! Call for a Free Promo Video!

Features

- 2 player
- long-term earnings potential
- showcase up to 300 items
- endless promotional opportunities (call Sammy for details)
- customize merchandise to the location
- bright and attractive
- operator adjustable
- quality construction

Change the merchandise and it's like a brand new game!

Players press buttons to move the robotic arm up and across to claim a prize.

Game Specifications:
6.4'H x 3.4'L x 5.5'W
Weight: 450 lbs.

Plush prizes are also available from American Sammy! Purchase a special "Starter Kit" of prizes, to get going right away!

Sammy

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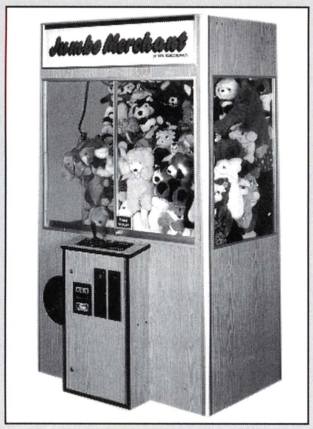
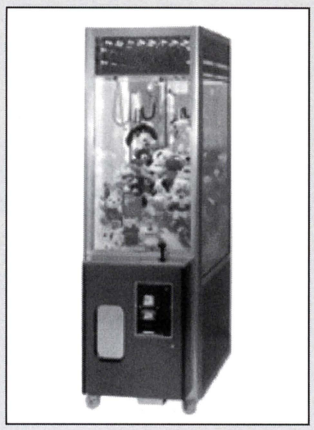
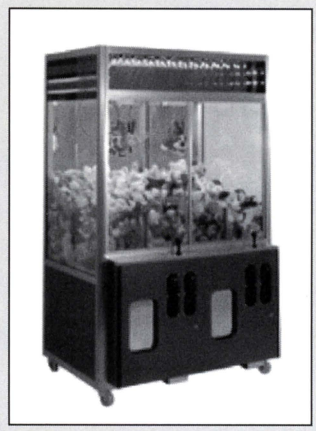
CRANES, ROTARIES



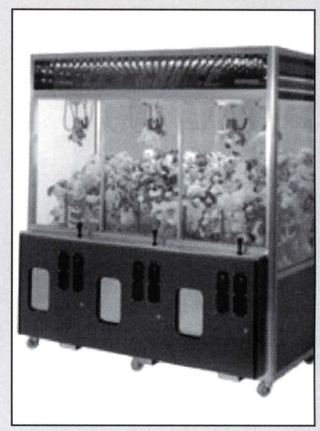
Jumbo Merchant
DDV Inc.
(516)667-1900
Choose from black or woodgrain cabinet in this jumbo crane with removable front console; chaser lights; glass doors; and adjustable claw, cost per play, and time per play. Options: sports card or ticket dispenser. Dimensions: 41" wide x 37" deep x 76" high.



Big Choice One-Player
Fun Merchants
(201)438-1300
Standard features include coin counter meters, microprocessor boards, reliable Belgium mechanism, attract mode, dual coin mechs, adjustable pricing, and $1 bill validator option.

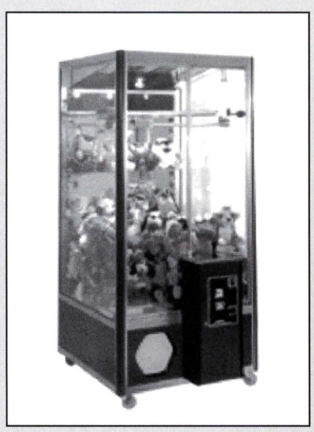


Big Choice Two Player
Fun Merchants
(201)438-1300
Two customers can enjoy playing for prizes in this unit that has the same quality construction and features as the single-player model.

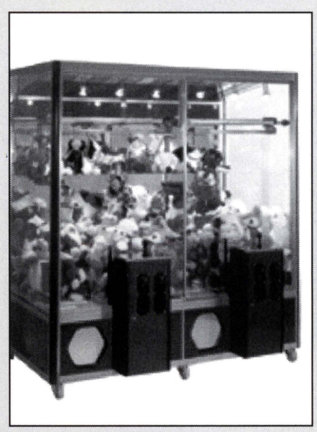


Big Choice Three-Player
Fun Merchants
(201)438-1300
Triple the choices in a unit that handles three players and three different types of prizes in the three prize bays.

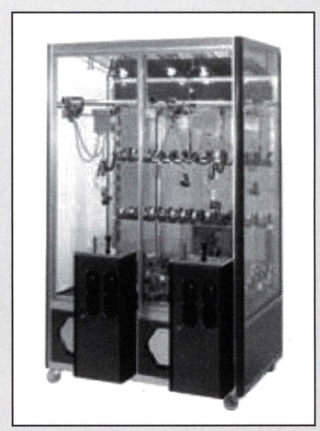
Candy Man
Fun Merchants
(201)438-1300
Single player candy crane chock full of features: coin counter meters, microprocessor boards, play-til-you-win, dual coin mechs, adjustable pricing and custom programming, and bill acceptor option. Dimensions: 25" wide x 24" deep x 67" high.



Deluxe Big Choice One-Player
Fun Merchants
(201)438-1300
Look for a deeper prize bay and viewing area in this model crane that has all the same features found in the Fun Merchants line of Big Choice cranes. Quality construction is a hallmark.



Deluxe Big Choice Two-Player
Fun Merchants
(201)438-1300
All the standard features are here, from coin counter meters and reliable Belgium mechanism to dual coin mechs and adjustable pricing, all packaged for two players, with the larger viewing area and deeper prize bays.



Deluxe Big Choice Two-Player Gift Box
Fun Merchants
(201)438-1300
Now two players can try to capture gift items of their choice in this unit which offers the deepest prize display area and viewing for customers.

BIG CHOICE CRANES
NOW SMARTER THAN EVER!

Fun Merchants new family of cranes. Now the most dependable crane in the industry is even better. The outstanding workmanship that goes into each and every part, guarantees our cranes are built to last. Proven reliability for over sixty years has made us the industry leader.

We offer a variety of sizes and formats to complement every location.

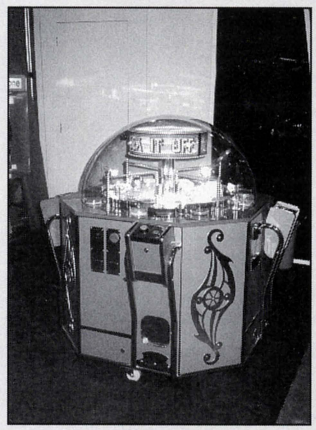
Fun Merchants Cranes. . . simply the smartest choice.

FUN merchants
H. BETTI INDUSTRIES, INC.

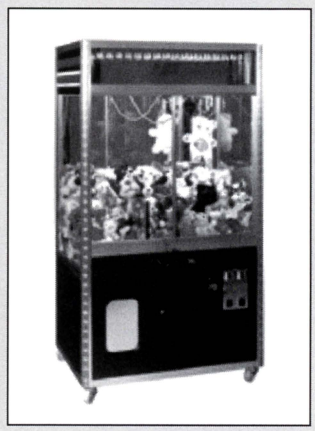
A Division of H. Betti Industries, Inc. 303 Paterson Plank Road • Carlstadt, NJ 07072-2307 • 800-524-2343 • 201-438-1300 • FAX 201-438-4837

CRANES, ROTARIES

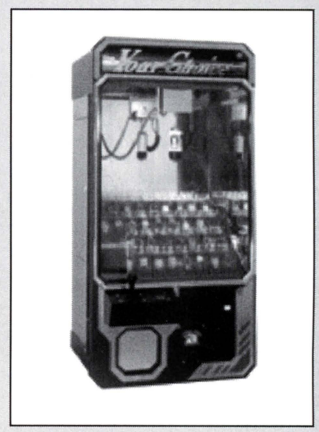
Gift Box
Fun Merchants
(201)438-1300
Available now in a gold-trimmed black Formica Big Choice-style cabinet with dual coin mechs and optional $1 bill validator. A magnetic Belgium mechanism picks up prizes. Dimensions: 30" wide x 34" deep x 75" high.



Knock It Off
Fun Merchants
(201)438-1300
Four-player rotary by Elaut designed for large amusement parks (not self-loading). It handles any size dish and type of merchandise. Features include mirrored playfield and halogen lights. Dimensions: 4' in diameter. Available colors: pink, blue, or a combination.

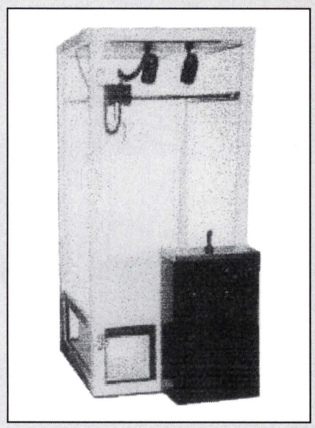


Top Choice II
Fun Merchants
(201)438-1300
Updated, in a black cabinet with front running lights and three different size claws. Look for electronic sounds; separate locked cash box; adjustable pricing, programming, and traveling lights; extra large prize door; and optional $1/$5 bill acceptor with stacker. Dimensions: 42" x 36" deep x 77.5" high.

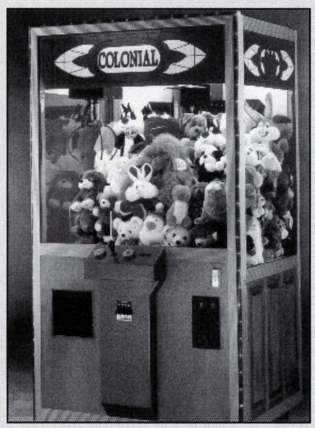


Your Choice Wall Crane
Fun Merchants
(201)438-1300
Compact crane with all the features found in its reliable Big Choice family of cranes, yet sized to suit locations that don't have room for a standard unit.

ToyMaster
McGregor Enterprises
(919)933-8066
Single-player crane with high-tech hourglass design and modular parts. Claw tension is digitally controlled by dip-switches on the circuit board. The plexi-front provides high visibility of all prizes. Options include watch or candy crane conversion and advertising marquee.



Super Tank
McGregor Enterprises
(919)933-8066
Super high-security crane with good visibility of plush items, steel construction, and high-quality locks. The cash box is in front with its own lock and is easily accessible by the operator.



Colonial
Mission Crane
(714)456-0550
Solid cherrywood panels highlight this version of the Mission wood series. All cranes are available in 30", 36", and 42" widths. All machines come with a 400-bill Mars stacker as standard equipment. Add a custom logo to personalize any of the models.

Fairmont
Mission Crane
(714)456-0550
This "piece of furniture" is shown with the optional stained glass overlay. The solid mahogany cabinet will fit in locations where image is an issue. All metal surfaces are powder-coated for a long-lasting finish.

1997 EQUIPMENT CATALOG

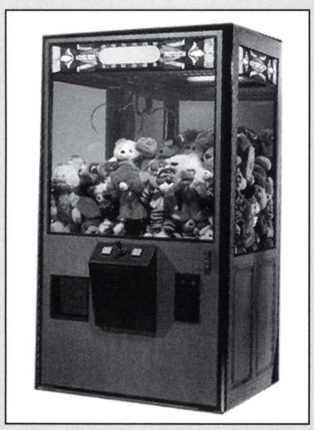
CRANES, ROTARIES

Frontier
Mission Crane
(714)456-0550
Knotty pine cabinetry with horseshoes branded into the wood gives the Old West look and feel to this unit, which is ideal for steakhouses. Aluminum extrusion that's powder-coated with a gold finish and solid-wood upper side panels add to the upscale, rugged appearance.

Oakmont
Mission Crane
(714)456-0550
Solid-oak cabinetry enhances this jumbo skill crane that is ETL listed and National Games Laboratory certified. It features stained and beveled-glass graphics and antique gold accents to complement virtually any location.

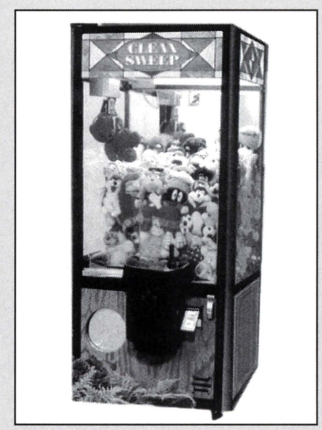
Premier
Mission Crane
(714)456-0550
High-impact black Lexan highlights this crane with a contemporary look. Neon red or neon blue trims are available. Features include programmable logic board, plenty of storage, and a triple-locking front door that swings open for ease of merchandising and service.

Santa Fe
Mission Crane
(714)456-0550
A Southwest-inspired model containing white-washed oak panels and weathered patina extrusion. This machine is designed to complement the interiors of quality locations with a southwestern flair.



The Americana
National Crane Network/
Plush-4-Play
(714)890-3135
Skill crane available in a variety of finishes and colors. Features include custom graphics and audio message, digital sound effects, hinged front door, large multicolor display for easy viewing, dual coin mechs, and bill acceptor. Dimensions: 42" wide x 33" deep x 78.5" high.

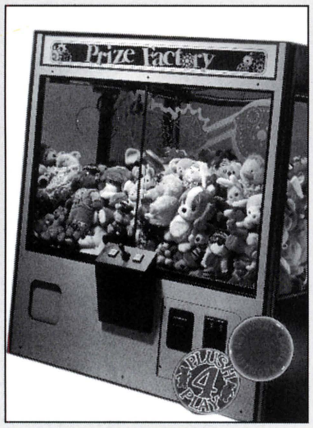
Candy Crane
National Crane Network/
Plush-4-Play
(714)890-3135
Features include tempered safety glass, photo-eye and prize counter meter, play-til-you-win, microprocessor gameboard, joystick control, motion/action sound system, self diagnostics, dual coin mechs with locking cash box, and many options. Dimensions: 24" wide x 24" deep x 66" high.



The Classic
National Crane Network/
Plush-4-Play
(714)890-3135
An oak cabinet and deep prize bay highlight this model that has triple-locking full-front door, double secure cash box, LED credit/timer readout, medium claw, DBA with 400-bill stacker, self diagnostic system, and many options. Dimensions: 36" wide x 39.5" deep x 78.25" high.

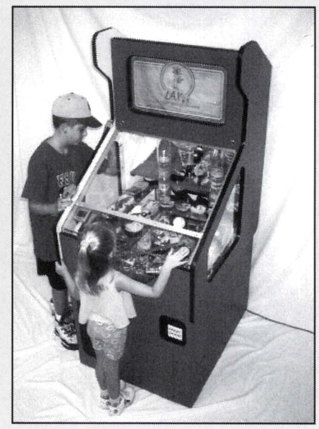
The Galaxy
National Crane Network/
Plush-4-Play
(714)890-3135
Look for the same features as in The Classic but with a more contemporary exterior. Among the options: bonus wheel, drop ceiling with mirrors and halogen lamps, top single marquee, single crane watch kit, winner light, and jumbo claw. Dimensions: 42" wide x 39.5" deep x 78.25" high.

CRANES, ROTARIES

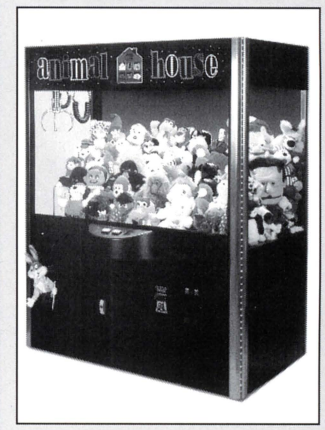


The Prize Factory
National Crane Network/ Plush-4-Play
(714)890-3135
Modular design highlights this model that offers a sliding component tray, automatic bridge fault shutdown, and capacity for future upgrades. It also has dual coin mechs, $1 bill acceptor, and comes in different finishes and colors. Dimensions: 66" wide x 35" deep x 76.5" high.

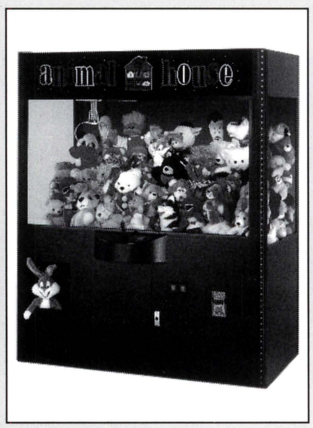
Lax
Noel Industries
(813)785-7630
Four-player rotary that has an automatic prize redemption mechanism. This self-loading unit can dispense up to 80 prizes and still have plenty displayed on the rotating mirrored playfield. Dimensions: 44" in diameter x 55" high.



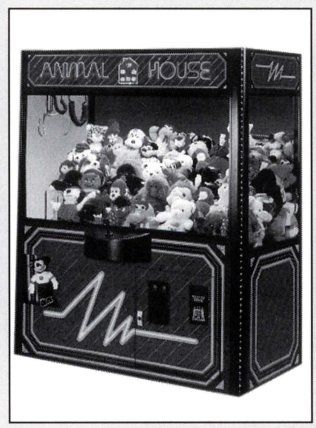
Lax Jr.
Noel Industries
(813)785-7630
One-player rotary that accommodates any prizes that fit into a 3.5" tray. Features include a wide prize door, large viewing area, and easy controls. Dimensions: 30" wide x 36" deep x 72" high.



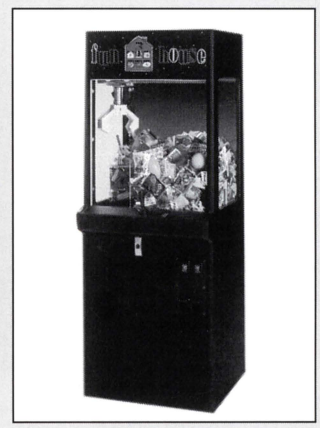
60" Animal House Classic Series
Rainbow Crane
(619)748-7157
Like all Rainbow cranes this model features built-in security which shuts the crane down if the meter is detached, as well as a completely anti-theft chute protector.



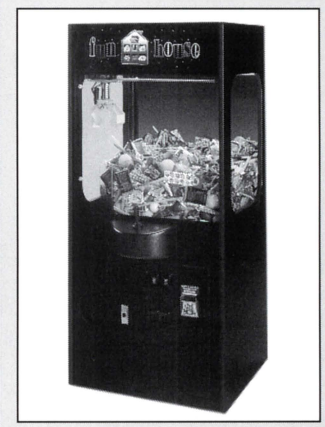
60" Animal House Contemporary Series
Rainbow Crane
(619)748-7157
Designed by operators for operators, the Rainbow line incorporates requested features such as built-in utility outlets and low-insertion-force harness connections.



60" Animal House Neon Series
Rainbow Crane
(619)748-7157
Like all Rainbow cranes this series shares standard features such as both a 9 and 12 volt power supply as well as separate light and power switches.



24" Fun House Candy/Toy Series
Rainbow Crane
(619)748-7157
This crane features the play-til-you-win option and an expanded drop chute with two infrared detectors that allow a larger selection of prizes.



30" Fun House Candy/Toy Series
Rainbow Crane
(619)748-7157
A flexible candy, novelty, or small plush crane. With the optional bill acceptor there is no end to the merchandising possibilities. It features a state-of-the-art claw or scoop mechanism.

RAINBOW

WORLD'S FINEST CRANES

A Commitment to Excellence

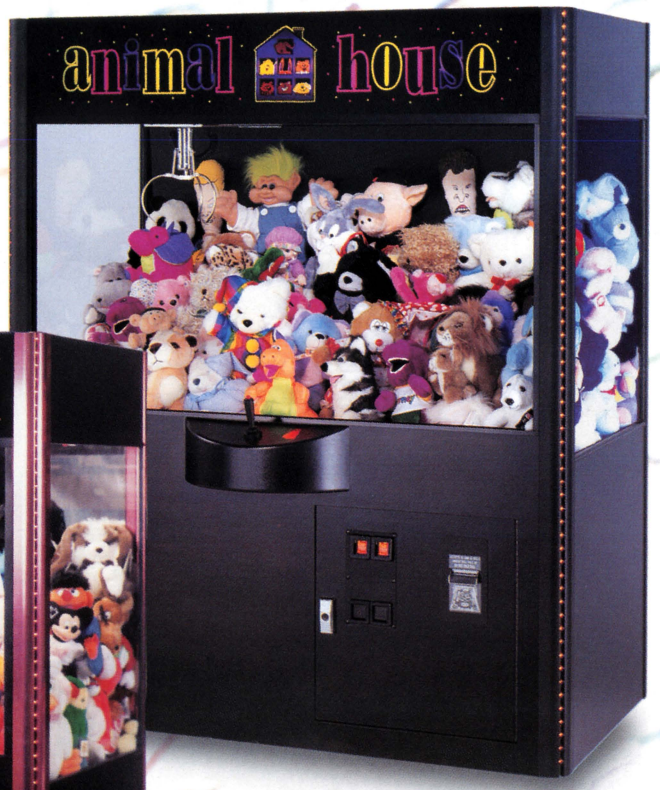
A majority of today's largest crane operators now buy only Rainbow Cranes.

These operators are Crane Pros — for most, cranes are their only business. They can't afford to use cranes that are not the very best.

NEON 60 Series

OAK 42 Series

CLASSIC 42 Series



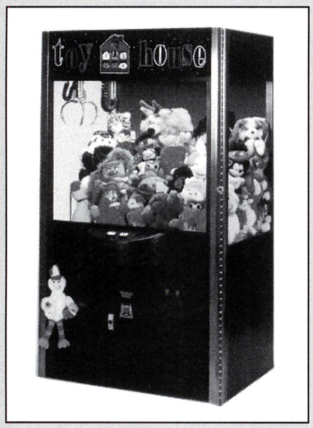
CONTEMPORARY 60 Series

800-466-3711 (Continental U.S. Only)

RAINBOW CRANE, INC.

Tel: (619) 748-7157 12220 Parkway Center Dr., Poway, 92064 Fax (619) 679-3576

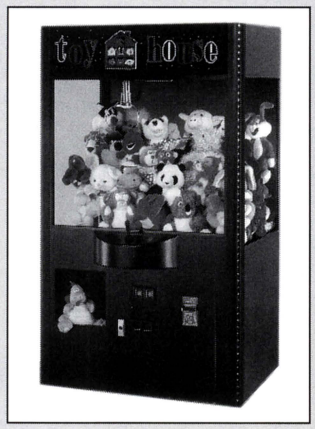
CRANES, ROTARIES



42" Toy House Classic Series

Rainbow Crane
(619)748-7157

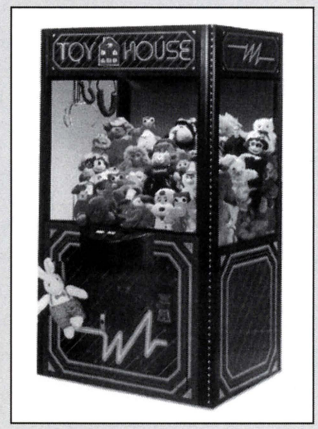
Also available in a 36" model, the Classic series, like all of the Rainbow line, features adjustable pricing and play time, joystick or button controls, and easy access components with a single computer board design.



42" Toy House Contemporary Series

Rainbow Crane
(619)748-7157

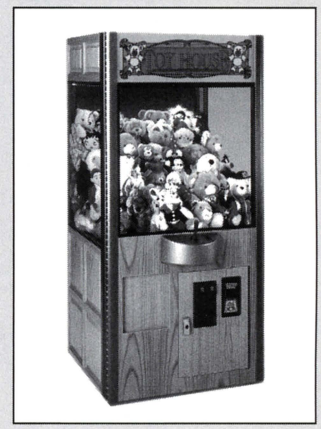
The Contemporary features black powder-coated extrusion on the corners as opposed to the pink corner extrusion featured on the Classic. It is also available in a smaller 36" size.



42" Toy House Neon Series

Rainbow Crane
(619)748-7157

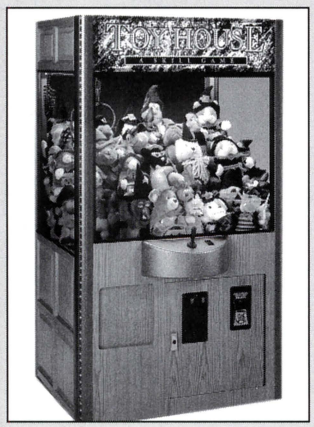
Rainbow design is evident in this bright, colorful, high visibility model. This series includes an LED game time and credit display like the rest of the Rainbow line.



36" Toy House Oak Series

Rainbow Crane
(619)748-7157

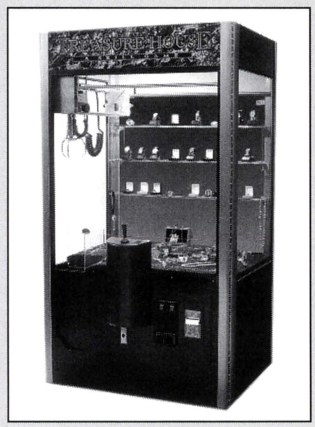
The 36" Oak features a beautiful stained glass-look header and is perfect for those locations that want an upscale crane but have limited space.



42" Toy House Oak Series

Rainbow Crane
(619)748-7157

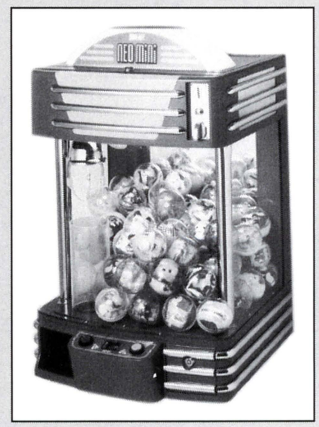
The 42" Oak with its marble-type looking header and gold trim is definitely an upscale machine. The fine cabinet work exudes a style that goes beyond other amusement games.



42" Treasure House Watch/Jewelry Crane

Rainbow Crane
(619)748-7157

A classy watch crane, available with the black or pink corner extrusion and marble finish header that shows the Rainbow touch.



Neo Mini Crane

SNK Corp.
(310)371-7100

Versatile compact crane that fits just about any place. It can hold a variety of prizes from candy to stuffed animals and key chains to knick knacks. Multiple claw configurations are available. Dimensions: 18.5" wide x 20" deep x 30.5" high.

CS26 Crane

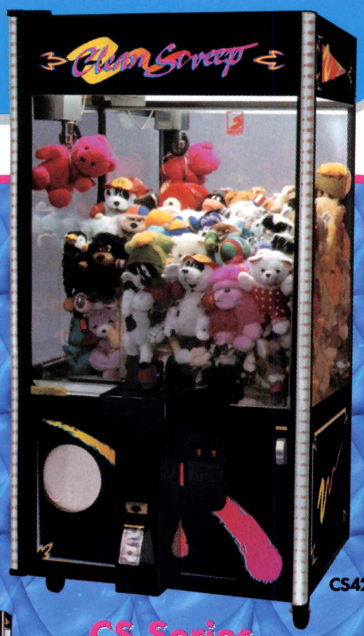
Smart Industries
(515)265-9900

Although small in size it still packs in many standard features: DBA, credit/timer, rope lights, sound, prize detection, and self diagnostics. Options: Smart's credit-increasing Bonus Wheel; gumball or bulk vendors; and top marquee. UL and CUL approved. Dimensions: 26.5" wide x 39.5" deep x 78.25" high.

ELECTRONIC GAMES
SMART
ENTERTAINMENT

You want it... We got it!

- The best looking.
- The most secure.
- The widest variety.



CS42

CS26

CS34

CS60 Single

CS60 Double

CS Series

Our Black Graphic Cranes are perfect for your FEC, Arcade, Shopping outlet, or a host of other locations.

Available as CS26, CS34, CS42, CS60 Single, and CS60 Double.

CSOak42

CSOak Series

Real oak and stained glass give a distinguished style to the Clean Sweep Oak. It's the right touch of class for restaurants and other up-scale locations.

Available as CSOak26, CSOak34, CSOak42, CSOak60 Single, and CSOak60 Double.

SC34

Showcase Series

This Magnetic Crane will draw players back again and again. The adjustable shelves will make sure you've got the flexibility to meet their merchandising demands.

Available as SC34 (74 pieces of merchandise), SC42 (95 pieces of merchandise), SC60 Single (151 pieces of merchandise), and SC60 Double Half & Half (half Showcase magnetic merchandise - 60 pieces, half CS plush).

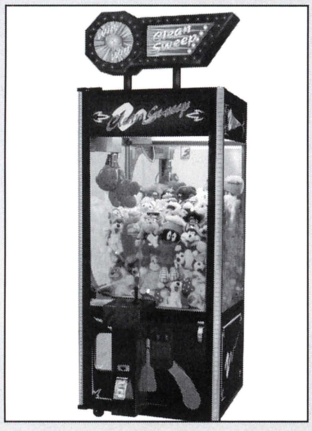
Smart Ticket Center

Need we say more?

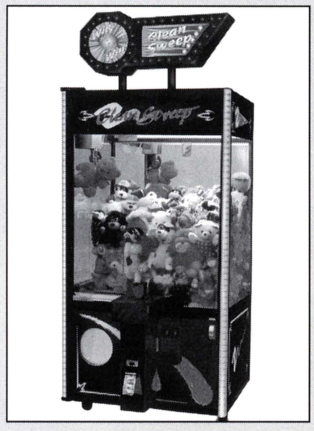
Smart Industries
1626 Delaware Ave. Des Moines, IA 50317 USA
PH: 1•800•553•2442 / 515•265•9900
Fax: 515•265•3148

Candy Crane

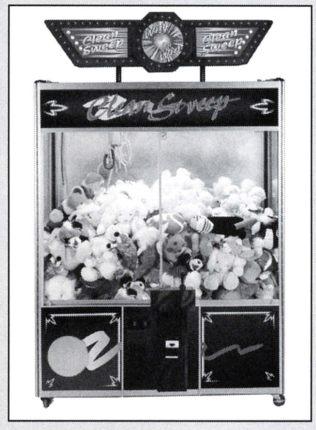
CRANES, ROTARIES



CS34 Crane
Smart Industries
(515)265-9900
Mid-sized model that fits through doorways easily. It comes standard with DBA, credit/timer, rope lights, sound, prize detection, and self diagnostics. Options: Smart's Bonus Wheel; sports card, gumball, or bulk vendors; and top marquee. UL and CUL approved. Dimensions: 34.5" wide x 39.5" deep x 78.25" high.



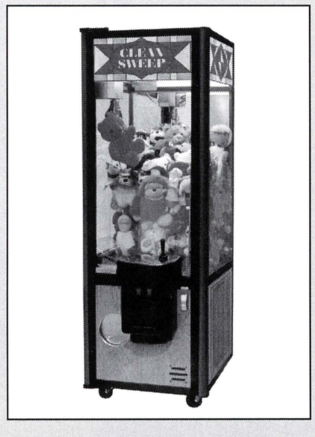
CS42 Crane
Smart Industries
(515)265-9900
Popular size with standard features such as DBA, credit/timer, rope lights, sound, prize detection, and self diagnostics. Options: Smart's Bonus Wheel; sports card, gumball, or bulk vendors; top marquee; and more. UL and CUL approved. Dimensions: 42" wide x 39.5" deep x 78.25" high.



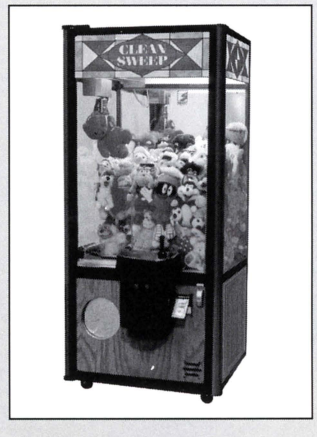
CS60 Single Crane
Smart Industries
(515)265-9900
Large capacity crane with a long list of standard features including DBA, credit/timer, rope lights, sound, prize detection, and self diagnostics. Options: Smart's Bonus Wheel; sports card, gumball, or bulk vendors; top marquee; and more. UL and CUL approved. Dimensions: 60" wide x 38.5" deep x 78" high.

CS60 Double Crane
Smart Industries
(515)265-9900
Just like the CS60 single, but doubled for two-player fun. Features: DBA, credit/timer, rope lights, sound, prize detection, and self diagnostics. Options: Smart's Bonus Wheel; sports card, gumball, or bulk vendors; top marquee; and more. UL and CUL approved. Dimensions: 60" wide x 38.5" deep x 78" high.

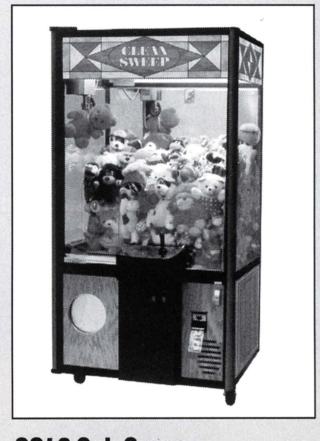
Candy Crane
Smart Industries
(515)265-9900
Features: play-til-you-win software, double coin mechs, locking cash box, tamper-resistant cabinet, motion/action sound system, self diagnostics, and photo-eye/prize counter. Options: top marquee, over/under coin door with Mars DBA, and toy crane kit. Now in oak with choice of finishes.



CS26 Oak Crane
Smart Industries
(515)265-9900
All the same features and options you expect from Smart's CS cranes are here with the added bonus of oak cabinetry in a choice of stain finish. The stained glass makes for a classy touch. UL approved. Dimensions: 28" wide x 39.5" deep x 78.25" high.

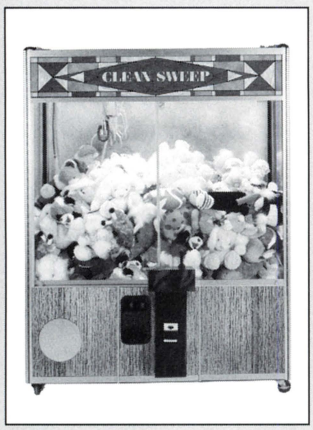


CS34 Oak Crane
Smart Industries
(515)265-9900
Top-notch security with sophisticated styling, this model comes standard with DBA, credit/timer, sound, prize detection, self diagnostics, and a host of options. UL approved. Dimensions: 36" wide x 39.5" deep x 78.25" high.

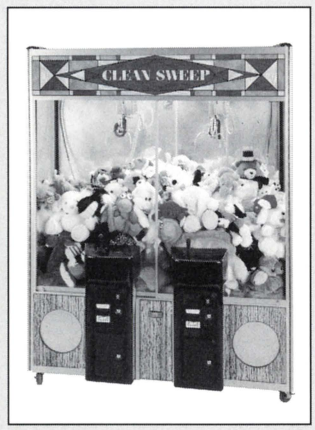


CS42 Oak Crane
Smart Industries
(515)265-9900
The same features as the black graphics model, but with the distinction of oak and stained glass. DBA, credit/timer, sound, prize detection, and self diagnostics come standard. Choose from many customizing options. UL approved. Dimensions: 43.5" wide x 39.5" deep x 78.25" high.

CRANES, ROTARIES



CS60 Single Oak Crane
Smart Industries
(515)265-9900
Players appreciate the large playfield and choice of merchandise that this model can accommodate. It includes the long list of Smart's standard features and available options. UL approved. Dimensions: 62" wide x 38.5" deep x 78" high.

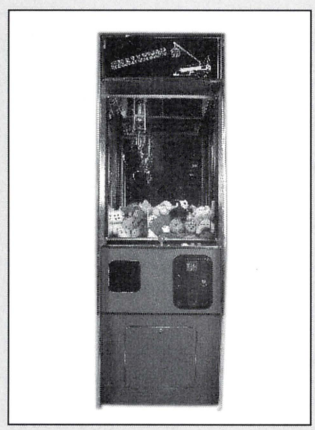


CS60 Double Oak Crane
Smart Industries
(515)265-9900
Standard features include oak cabinetry, DBA, double secure cash box, credit/timer, sound, prize detection, and self diagnostics. Pick from a choice of finishes to match the location. UL approved. Dimensions: 62" side x 38.5" deep x 78" high.

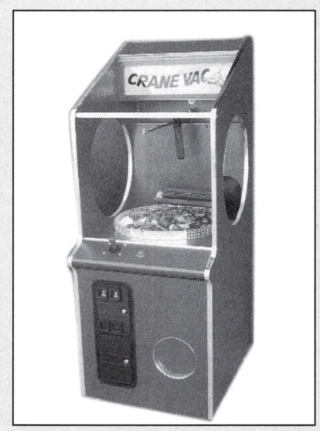
Showcase Magnetic Crane
Smart Industries
(515)265-9900
Players maneuver the crane head fitted with an electromagnet to pick up prize boxes filled with merchandise. Standard are DBA, rope lights, sound, prize detection, and self diagnostics. Options: sports card vendors and top marquees. UL and CUL approved. Dimensions: 34.5" wide x 39.5" deep

Robo Claw
Vend Tech Industries
(972)243-0456
Original countertop with win-each-time and skill settings for prizes, tokens, or candy. Computer-controlled technology with dual joysticks to move the robotic arm and claw, two attract modes with recordable messages, start win/lose messages, sound effects, neon lighting, and steel/Lexan cabinet.

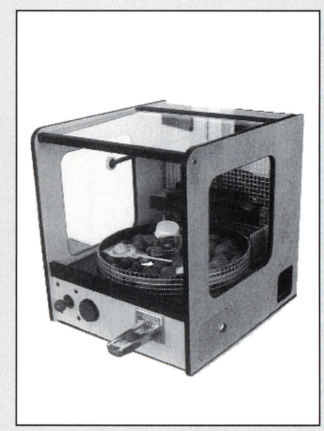
Giant Robo Claw
Vend Tech Industries
(972)243-0456
Features the same playability as the original countertop in a molded, jeweled, fiberglass body available in a variety of colors lit with neon. Accommodates all prizes from token grab to 12" plush. Dimensions: 36" wide x 36" deep x 78" high.



Challenger
Wedges/Ledges
(213)374-9982
Features include modular add-on cabinet, audio enhanced playing, and joystick control with three buttons to 1) slow the speed of the claw, 2) hold or stop the claw's descent, and 3) close the claw on the prize. Dimensions: 24" wide x 39" deep x 78" high.



Vacuum Crane/Arcade
Wedges/Ledges
(213)374-9982
Small, compact, and versatile crane with a suction cup that lowers and picks up prizes with curved or flat surfaces such as baseball cards, pogs, gumballs, eggs, jewelry, and capsules. Motors are under the rotating playfield. Dimensions: 24" wide x 30" deep x 60" high.



Vacuum Crane/Counter
Wedges/Ledges
(213)374-9982
All the same features of the arcade model are here in a slightly smaller version that measures 18" wide x 20" deep x 20" high. An optional base with a large cash box is available.

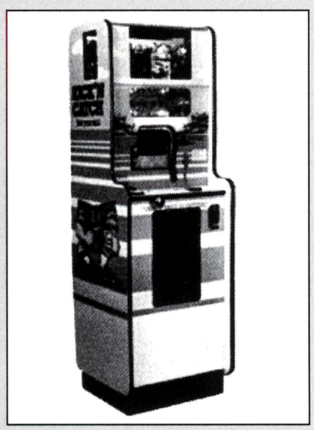
GAME & PRIZE VENDORS

Gotcha!
American Sammy
(847)364-9787
Stop the flashing lights with the push of a button. If the light stops on a prize, a capsule is dispensed. Players have two opportunities to win. Capsules can hold a wide range of prizes. There are 10 columns of capsules and a large "prize out" chute at the bottom of the cabinet.

Solottol
AmeriCoin
(602)443-4245
An instant prize vendor that is a skill-stop game based on a single digit matching system (from Taito). It can accommodate 80 small prizes or a variety of both small and large prizes in two separate compartments. Dimensions (approximate): 25" wide x 36" deep x 60" high.

Super Hoop La
Coastal Amusements
(908)905-6662
A new prize vendor (from Harry Levy) that comes in one- or two-player models. Features include push-button play control, multiple coin mechs standard, attract mode, and sound effects. It is also available with ticket payout. Dimensions (one-player unit): 46" wide x 48" deep x 79" high.

Copy Cat
Fun Industries
(309)755-5021
Memory tester/prize vendor that asks players to hit four buttons in the same order as they light up. Features include digital scoring, flashing lights, and sound effects. It can vend candy, gum, superballs, and capsules.



Kick 'N Catch
Fun Industries
(309)755-5021
Novelty skill game and prize vendor with double coin mechs and digital scoring. Options include extended game play and sports card dispenser. Also comes with baseball graphics, known as Little League. Also available: Big Top and Silver Dollar Saloon game and prize vendors.

Pop Fly
Fun Industries
(309)755-5021
A baseball-themed pachinko-styled skill game in which players try to catch the pop fly that falls through a series of pins. The object is to score points that translate to vended prizes. Dimensions: 21" wide x 21" deep x 68" high.

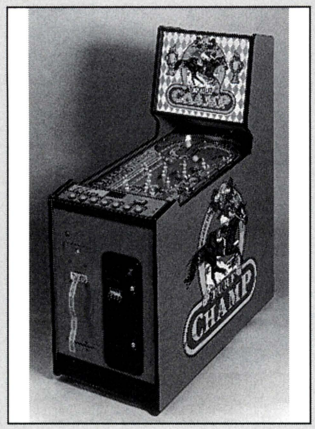
Catch-N-Win
P & E Technologies
(908)872-9800
The player uses buttons to move a carriage back and forth while trying to catch plastic balls which are falling through a maze of pins. As a winner every time, the player is guaranteed at least one prize out but can win more depending on how well he plays.

Whack N' Win
P & E Technologies
(908)872-9800
A dinosaur-themed game with fun sounds and graphics. Dinosaur buttons light up and then the player must whack out all of the lit buttons before they go out in order to get points. The more points you score, the more prizes you can win.

COIN DROP GAMES

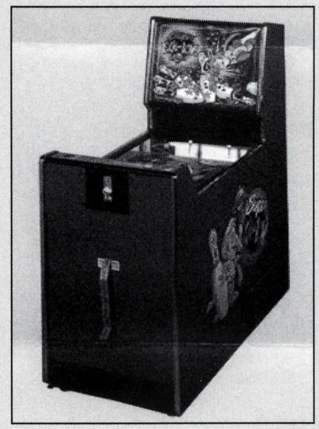
Big Haul
Benchmark
(954)781-8080

One or two players must skillfully time the coin's release so the dump truck on the playfield unleashes its load of loot. Hitting the dump lever results in big payoffs. An electronic marquee is available for two games set side by side. It also comes in Spanish and has a one-year warranty.



Turf Champ
Bromley
(847)509-0240

Players can insert up to seven coins and select one of seven horses in this racing game. Features include automatic ticket count on the display, easy ticket adjustment, low-ticket light, stereo sound, and high-grade cabinet. Also available as Dino Rally, a prehistoric-themed version.



Super Rock-N-Bowl
Bromley
(847)509-0240

The coin drop with a sweeper arm that clears fallen coins from the playfield. Players direct coins down a lane toward bowling pins to knock them down and gain tickets. Look for BSMT 2000 sound, high-grade cabinet, and double-stack ticket holder. Also available: the original Rock-N-Bowl.

Super Wheel 'Em In
Bromley
(847)509-0240

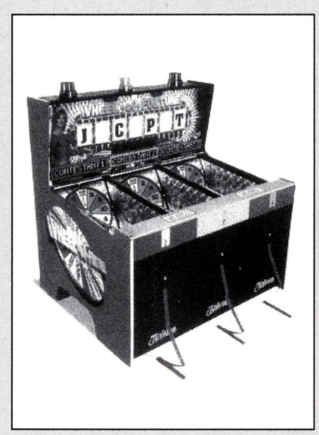
Players direct coins onto a conveyor belt with nine lanes of different values. The game shares many features of Super Rock-N-Bowl including the plywood cabinet and same dimensions: 22-1/8" wide x 47" deep x 57-1/4" high. Also available: the original one-player Wheel 'M In.

Home Run Hitter
Coin Concepts
(908)390-9009

A classic baseball-themed game where players roll a coin down a diamond playfield to score singles, doubles, triples, and home runs. A grand slam home run wins a huge ticket bonus, but watch out for the "out" circles. Multiple units can be linked with a progressive sign. Dimensions: 25" wide x 60" deep x 48" high.

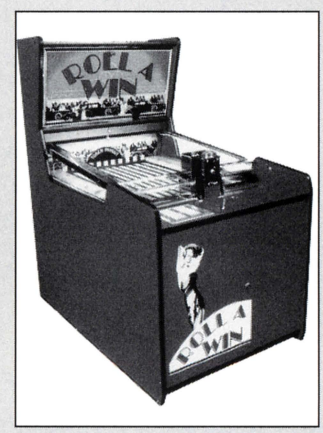
World Cup Futbol
Data East
(408)241-0219

Join the World Cup Futbol team by rolling coins through the playfield to make a field goal. Earn points by rolling coins into a pocket, over the top, or into the goal for mega payouts. Features include a removable ticket magazine, operator-adjustable payout levels, and separate ticket and coin meters.



Wheel of Fortune
Fun House Games
(773)961-1000

A one- to three-player game based on the popular TV program, it challenges players to hit the highest point values on the game's spinning wheels as they compete against one another. Solve the puzzle, spell j-a-c-k-p-o-t, and win the big award.

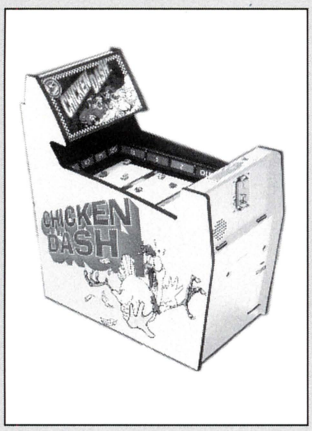


Roll A Win
Innovative Concepts in Entertainment
(716)759-0370

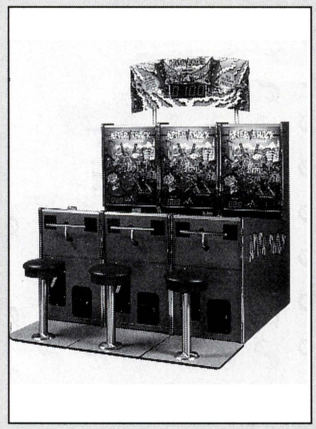
Classy 1930's-themed coin drop game with adjustable percentage payout and optional ticket payout. It is suitable for any coinage and is available with changers. It comes in single or double models. Also available: Animal Magic coin-driven game with coin in/ticket out only.

1997 EQUIPMENT CATALOG

COIN DROP GAMES



Chicken Dash
Konami (America)
(847)215-5100
The classic story becomes a game in which players roll coins and try to cross a road with cars moving on three belts. Look for operator-adjustable payout, sequenced lighting marquee, 6,000 ticket capacity, and separate locked areas for tickets/coins/service. Dimensions: 24" wide x 47" long x 55" high.



Aftershock
Lazer-Tron
(510)460-0873
Coins slide down a vibrating playfield into target holes. Careful moving of the playfield allows a win of up to 90 tickets. The game is themed after the San Francisco earthquake. Dimensions: 26" wide x 60" deep x 96" tall. Also available as The Wave, a baseball-themed version.

Pirate's Gold
Lazer-Tron
(510)460-0873
Players navigate coins through the pins into target holes to win tickets. Hit all six targets and win the progressive jackpot. Dimensions: 25.25" wide x 22" deep x 61" high.

Pharaoh's Fantasy
Lazer-Tron
(510)460-0873
A multicoin game with a chance to shoot up to 20 rapid-firing coins. The more targets hit the more tickets won. Players can increase their chances of hitting more targets by buying more shots per game. Dimensions: 25.5" wide x 47" deep x 83" high.

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1997 EQUIPMENT CATALOG

COIN DROP GAMES

Super Bank It II
Lazer-Tron
(510)460-0873
Coin-flipping action with a basketball theme that offers three ways to win. Players can get thousands of tickets by making shots in each of the seven baskets. Dimensions: 26" wide x 36" deep x 73" high.

Cut the Cheese
Sega Pinball
(708)345-7700
Players direct coins toward a motorized open potty to win tickets for successful hits. Features include dot-matrix display, operator-adjustable BSMT sound, oversized ticket magazine, and operator-adjustable progressive jackpot. Dimensions: 22" wide x 47" deep x 60" high. Also available: Sega Sports.

Goin' Rollin'
Seidel Amusement
(505)821-6878
A rollerblade-themed game with bonus feature; ticket multiplier; digital display; separate locked areas for coins/tickets/service; operator-adjustable ticket-every-time option; extra large cash box; theft alarm; and programmable header. Dimensions (single unit): 25" wide x 43" deep x 52" high.

Smokin' Token
Seidel Amusement
(505)821-6878
Fast-paced coin jump game with a moving wheel of various openings and ticket values. Players must time their coin drop to maximize winnings. Features include ticket display and multiplier, bonus countdown for jackpot tickets, and programmable header. Dimensions: 25" wide x 48" deep x 52" high.

Alone at Last

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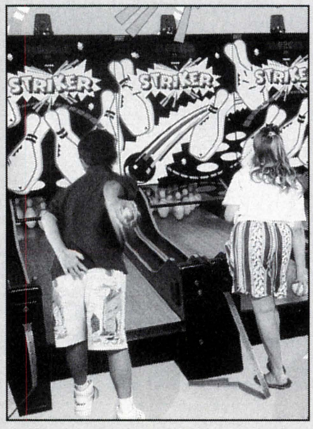
ALLEY BOWLERS

Bug Bash
Bay Tek
(414)822-3951
This game appeals to all ages. The object is to roll nine balls up the alley to knock over or "bash" all nine bugs at the end. The more bugs you bash, the more tickets you get.

Willy B. Stinky
Bay Tek
(414)822-3951
This is a creative alley bowler that everyone will enjoy. The game is based on a little boy named Willy B. Stinky and his adventure in the bathroom. The object is to roll nine balls up the alley for a splash down in one of the nine toilet targets.

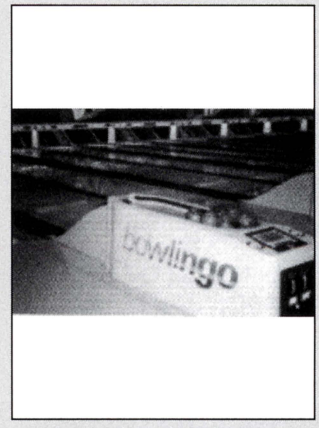
Basket Fever
Bay Tek
(414)822-3951
This jammin' new bowler combines the irresistible game play of basketball and timeless popularity of alley bowlers. The game is played by rolling nine balls up the alley at the nine basketball hoops to score.

Pro Striker
Design Plus
(309)682-9359
Experience the excitement, sound, and feel of authentic bowling. One to six players get 10 full frames of strikes, spares, and more. Great for league play. Features real bowling balls and pins, ticket dispenser or bill validator, and user friendly audits. Three lengths available.



Striker
Design Plus
(309)682-9359
This state-of-the-art interactive game features a real bowling ball and pins. Each player gets five balls and a full set of pins to roll for every time. It's high quality and easy to assemble.

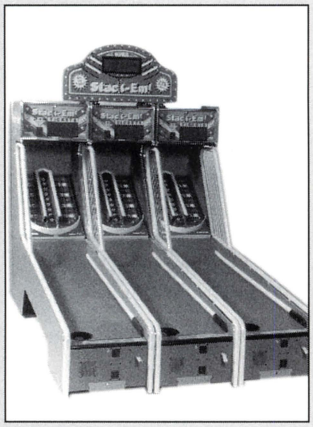
Skyball
Fab Tron
(914)739-2916
It uses state-of-the-art design techniques for power and flexibility. A full on board 486 computer, pop down set-up menu, high speed processing, 3-D graphics/sound, and a 19" monitor give it easy game play set-up and numerous game versions.



Bowlingo
Fun Enterprises
(516)777-7380
This is a coin-operated 10-pin bowling system, smaller than conventional 10-pin bowling. Bowlingo was designed to appeal to families, novices, and experienced players. It has interactive sound and a fully digital scoring system. Dimensions: two lanes are 10-foot wide by 48-foot long.

Ice Ball
Innovative Concepts in Entertainment
(716)759-0370
This colorful alley bowler features all-steel, powdered epoxy-coated cage, main electronics right up front, coin mechanism and cashbox on easy slide system, and custom solenoid for ball release. Players throw balls up an alley into numbered targets which determine the number of tickets.

ALLEY BOWLERS



Stack-Em!
Lazer-Tron
(510)460-0873
This game has the classic features of a traditional alley bowler game as well as a unique backwall design previously not seen of such games. Players roll the small wooden balls up a 10" alley in an attempt to stack them in the center target area. The more balls they stack, the more tickets they win

Lazer-Ball
Lazer-Tron
(510)460-0873
This vibrant looking alley bowler challenges players to roll balls down the alley trying to make them go into circular targets, each with different points. The higher the points, the more tickets he receives. There are a large digital score display, 15-ball storage capacity, great sounds, 4,000 ticket capacity, and colorful graphics

Scat Cats
Skee-Ball
(215)997-8900
This game uses the popular midway game Cat Rack context but as a redemption game. Set up like all alley games, a player rolls a ball up an alley towards a target board. Instead of holes, though, a player must knock over cat figurines.

Skee-Ball Classic
Skee-Ball
(215)997-8900
Patterned after the original invention in 1909, it's available in 10- and 13-foot lengths. It is microprocessor controlled and features nine different sounds which are triggered by scoring balls, gutter balls, and high scores. Equipped with the single ball system which allows it to operate with as little as one ball.

Skee-Ball Lightning
Skee-Ball
(215)997-8900
A more high-tech approach to the classic alley game. It comes equipped with exciting, themed sounds, tri-color display, and 3/16" Lexan channel covers with the art screened underneath (no decals to peel off). Other features include the double flash option, optical sensors, and upfront programming switches.

Skee-Ball Too!
Skee-Ball
(215)997-8900
This version of the popular game offers a bolder, brighter, and more exciting asthetic package. It comes equipped with many of the technological advancements of Skee-Ball Lightning plus a progressive jackpot is available.

ZIPPER TOP COIN BAGS

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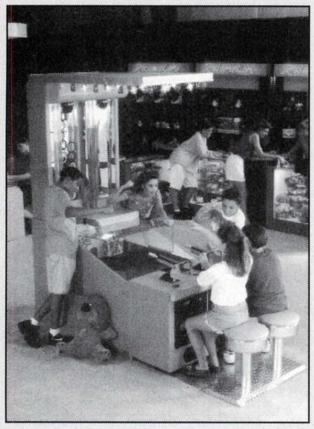
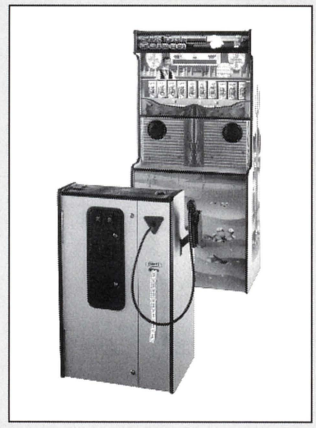
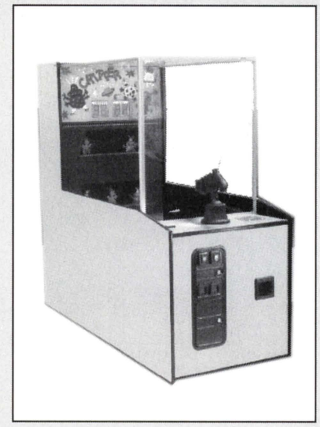
REDEMPTION GUN GAMES



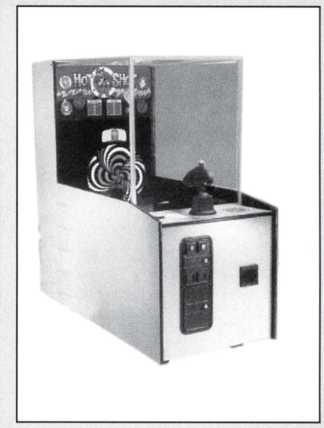
Rising Waters
Bob's Space Racers
(904)677-0761
Players shoot water cannons at the target bull's eye as a tube fills with sparkling colored water. The first player to fill the tube is the winner. Features include ticket dispensing with adjustable payout, individual or group competition, flashing lights, and player seating.



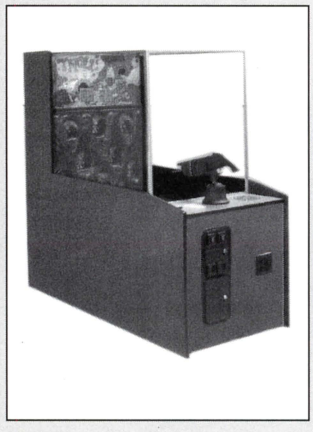
Six Gun Saloon
Coin Concepts
(908)390-9009
An exciting mechanical action tin can shooting game where players fire a laser gun at soda cans atop a Western-style bar. Features include barroom brawl and shooting sound effects and a bonus round where players must shoot at cans that pop up at random.



Critter
Exidy
(415)364-5201
A target shooting game that shoots pellets at an assortment of strange looking creatures on the backboard. Features include optic sensors, midway sounds, a new gravity ball-feeding system, and ticket dispenser.

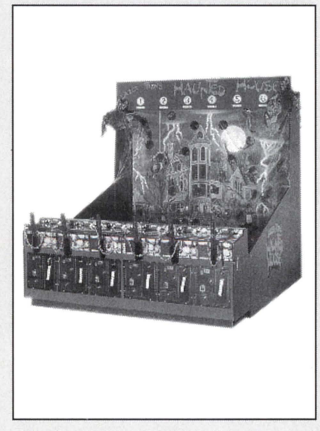


Hot Shot
Exidy
(415)364-5201
Non-violent gun gallery game with operator-adjustable timing. Shoot at a rotating circle of characters to earn tickets at a center bull's eye for double score or double tickets. Features include an all-new gravity ball feed and audio-optic sensors.

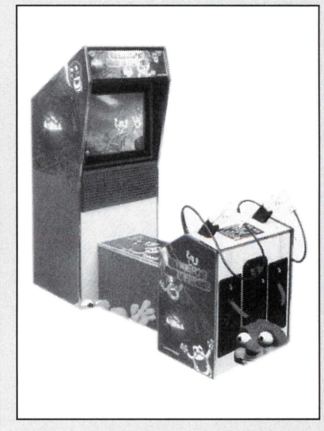


Troll
Exidy
(415)364-5201
A game that challenges players to shoot pellets at trolls who spin around on the backboard. The game time and ticket awards are operator-programmable. Dimensions: 2'6" wide x 6' long x 5'5" high.

Ghosthunter
HanaHo Games
(562)483-1414
Non-violent family fun where players zap ghosts and gain tickets. Features include self-adjusting difficulty control, a linking system, and operator-adjustable payouts. There are 20 ways to win and lots of secret bonuses. Dimensions: 29" wide x 60" deep x 69" high. Now available in kit form!

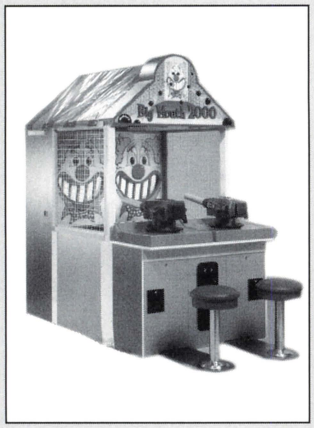


Haunted House
Lazer-Tron
(510)460-0873
Ghoolish shooting gallery where players zap ghost targets with laser guns to score points and earn tickets. Features include ghostly sounds and explosions, solid-state electronics, and completely themed package. The six-gun unit is shown; other sizes are available.

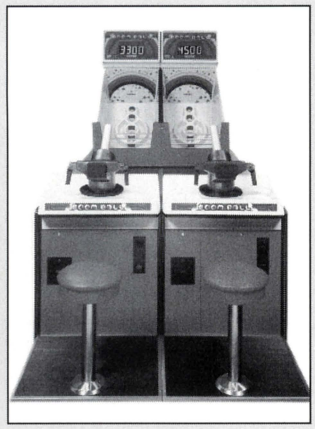


Miner's Revenge
Lazer-Tron
(510)460-0873
Redemption and video are joined in a game that takes players through a haunted mine where they must slime as many ghosts as possible to win tickets. Four different levels are filled with detailed 3-D graphics. Dimensions: 27" wide x 71" deep x 69" high.

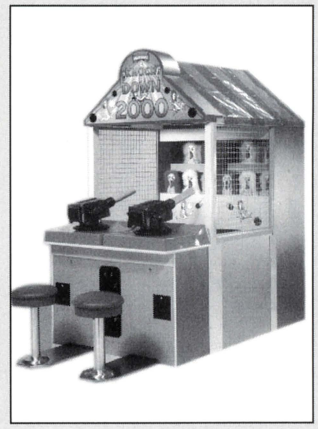
REDEMPTION GUN GAMES



Big Mouth 2000
Meltec
(503)643-8312
The same fun challenge of shooting the teeth out of an oversized clown face for ticket rewards. The new unit requires 40% less floor space than the popular original game and features hot new graphics. Dimensions: 48" wide x 93" high x 102" long.

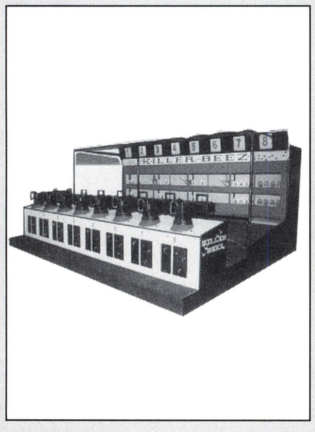


Boom Ball
Meltec
(503)643-8312
Players propel balls from a cannon down a lane and into target holes with different point values. A ticket-dispensing game that appeals to all ages, it is available in a cabinet size geared to taverns as well as a regulation length.



Knock Down 2000
Meltec
(503)643-8312
Another update in a smaller package. The midway-style shooting game features colorful pink, blue, and yellow detailing, safety netting, and comfortable seating. Dimensions: 48" wide x 93" high x 102" long.

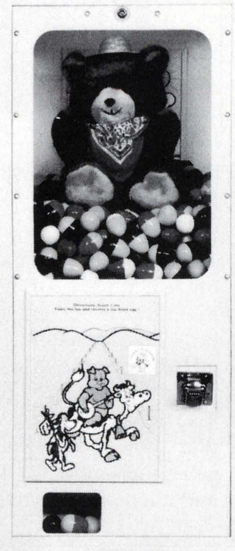
Sittin' Ducks
Skee-Ball
(215)997-8900
Unique shooting game with whimsical duck pond graphics and interactive targets and sounds. Both skill and timing are needed to hit spinning, knock down, and rotating targets. Look for adjustable ticket payouts, internal jackpot and ticket multiplier, Imonex coin mechs, and full year warranty.



Killer Beez
Skee-Ball
(215)997-8900
Popular ball-shooting game in which players must destroy the Queen Bee by first eliminating the drones, then hitting the Queen the required number of times. A winner light and ball signals the winner after each game. Full year warranty included.

Operation Vortex
Skee-Ball
(215)997-8900
Players shoot balls (four per second) at a flashing target inside their Vortex Death Star. Successful hits cause their spaceship to move closer to the Vortex, which must be disabled. Available in 6- to 16-player versions with coin-op and ticket dispenser options, custom theming, and full year warranty.

Introducing
"Farmer Bear"



Farmer Bear is a plastic egg vending machine that employs visual animation and electronic sound to appeal to children. It's easy and fun; just pop in a coin; the bear inside revolves; produces sound and lays a colorful plastic egg containing a small toy or candy. There's a prize every time. Just keep your machine filled with eggs and collect the cash.

We also can do a limited customizing of these units for you or your location. Other farm characters that are interchangeable from one cabinet to another are also available.

We have built this basic unit for years. It has proven itself to be profitable and dependable.

SPECIFICATIONS

Dimensions: 24" x 24" x 58"
Weight: approximately 165 lbs. without eggs.

- Constructed of durable heavy-gauge steel and ABS Cycolac Plastic™ with baked enamel finish.
- Solid state circuitry.
- Holds over 1000 eggs.
- Characters interchangeable.
- Comes complete and ready to operate - just remove packing, fill with eggs, position in desired location and plug into any 110v electrical outlet.

OPTIONAL FEATURES

- Either 25¢, 50¢ or token vending available.
- Customized sound effects.
- Limited customizing to cabinet.

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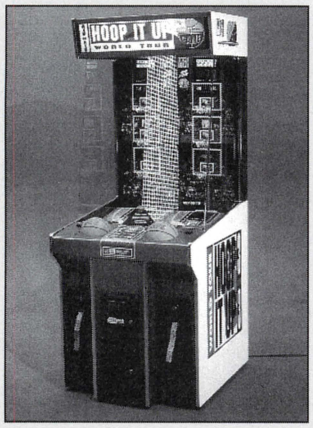
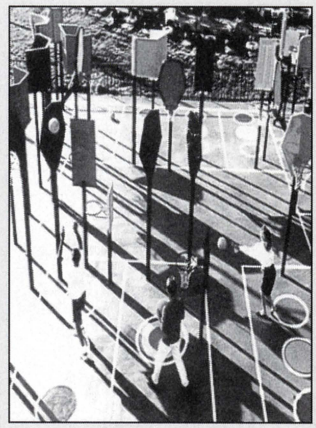


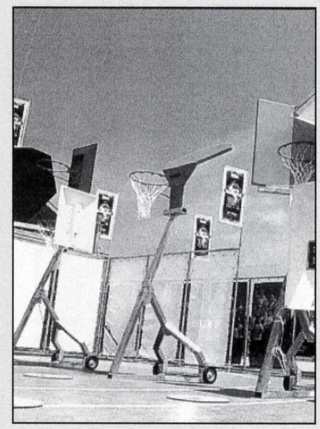
Hoop It Up
Atari Games
(408)434-3700

This innovative sports novelty game is still a top earner. It appeals to all age groups and skill levels. It has simple controls, dazzling graphics, slam-dunk action, and head-to-head competition.



Bankshot Basketball
Bankshot Organization
(301)309-0260

This is a basketball game in which players proceed through a course of angled, curved, and unconventionally configured, brightly colored backboards banking shots off the bankboards and through the rims. Features up to 24 different shooting stations. Also available is the Bankshot-On-A-Roll, a trailer version.



Portable Bankshot Basketball
Bankshot Organization
(301)309-0260

This is a portable version of Bankshot Basketball featuring a multitude of basketball stations. It features light-weight stands on wheels so they are easy to set up. No tools are required. Perfect for special events.

Triple Jam
Coastal Amusements
(908)905-6662

This one- to four-player basketball game has three baskets; the center one moves. It has sturdy steel construction, entertaining light and sound package, bar competition setting, telescopic construction for fast assembly, a dollar bill acceptor, and a multiple game link option. Dimensions: 34" wide x 102-3/4" long x 110-1/4" high.

Penalty Shoot Out
Coastal Amusements
(908)905-6662

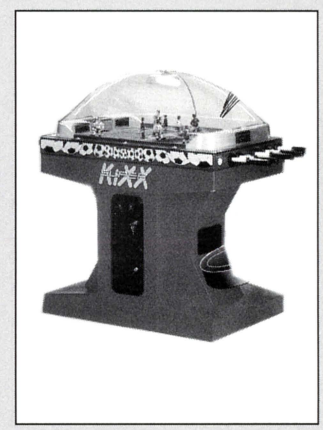
This game gives players a realistic soccer experience. The player kicks a real soccer ball past the goalie, amid fantastic sound effects and cheers, to score. It is fully metered with a double stack ticket supply. Dimensions: 108.25" long x 36.25 wide x 80.25" high.

Putting Challenge II
G.L. Technology
(847)806-1700

This miniature golf machine offers a total of 108 holes, three skill levels (amateur, pro, and champion), computerized scoring, and voice sound system. It requires no assembly and sets up in minutes. It has a challenging game mode, practice mode, and a redemption mode.

Super Touchdown
G.L. Technology
(847)806-1700

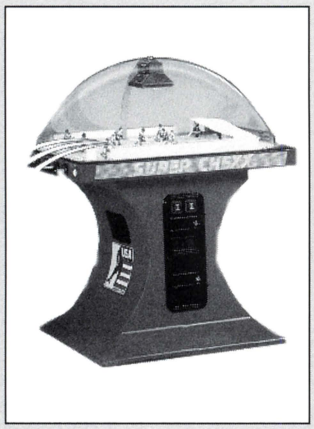
This football game challenges players to pull, aim, and release the mini football shooter to pass or kick the football. In redemption mode, the player launches his footballs into the moving helmets to win tickets. In game mode, one or two players score touchdowns by completing passes into the moving helmets.



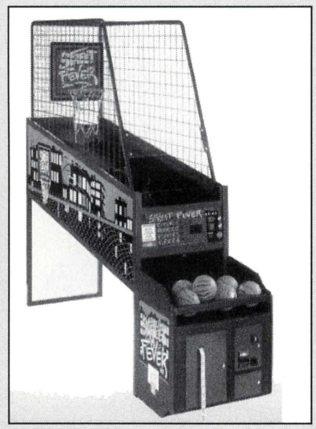
Super Kixx
Innovative Concepts in Entertainment
(716)759-0370

The soccer action takes place under a polycarbonate dome that is built to last and eliminates vandalism. Features overhead lighting and an attractive playfield layout.

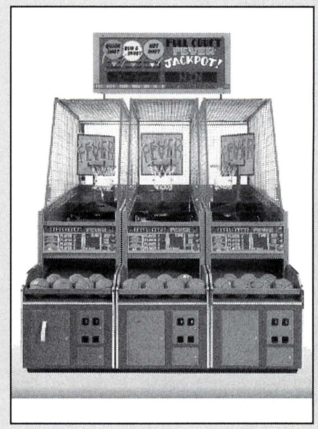
SPORTS GAMES



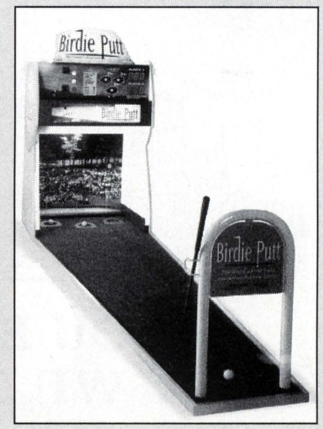
Super Chexx
Innovative Concepts in Entertainment
(716)759-0370
The ice hockey game takes place under a polycarbonate dome that is built to last and eliminates vandalism. Features new electronic design, new sounds, and attractive playfield layout.



Street Fever
Innovative Concepts in Entertainment
(716)759-0370
The basketball game includes realistic basketballs, a multi-positional basket, 10 different shots, and new discreet motor drive electronics. Features all steel and plywood construction.



Full Court Fever
Innovative Concepts in Entertainment
(716)759-0370
This basketball game has great graphics for any location, 10 different shots, a multi-positional basket for challenging shots, and maintenance free turntable movement. Games can be linked for simultaneous competition

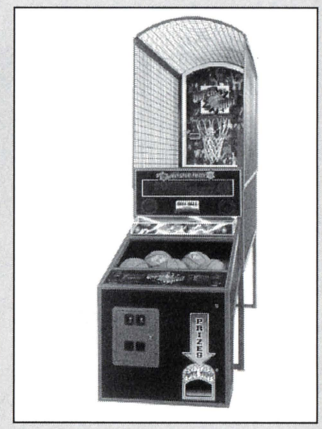


Birdie Putt
Lazer-Tron
(510)460-0873
Players feel as if they are really on a golf course hearing the announcer shout "Hole in one!" or "Oh, so close." It's a competitive two-player game that uses Lazer-Tron's Object Vision System to accurately measure how close the player putts the balls into the target holes.

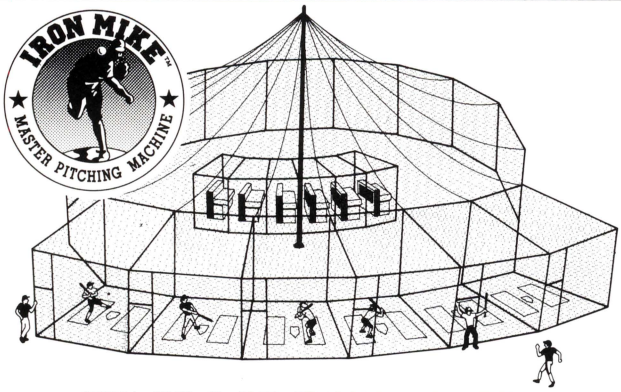
Slugger's Alley
Lazer-Tron
(510)460-0873
A real ball and bat with hundreds of different outcomes make this a realistic baseball simulator. Players get instant feedback in this real life baseball experience. Dimensions: 12' wide x 12' deep x 8' high.

Speed Bag
Lazer-Tron
(510)460-0873
Everyone wants to be the heavyweight champion and they can with this quick-hitting exciting punching simulator. The player hits the speed bag as many times as possible within a 20-second period. Dimensions: 42" wide x 58" deep x 80" high.

Street Hoops
P & E Technologies
(908)872-9800
This basketball game challenges players to beat the clock or an opponent by flipping ping pong sized basketballs at a variety of baskets, each with different point values. Bonus points are scored by sinking shots at lighted targets. Optional sports prize dispenser.



Super Shot Deluxe
Skee-Ball
(215)997-8900
The game offers all of the best and most profitable basketball features. Up to six games can be linked for interactive competition and increased profits. The moving backboard helps create four different games. The feel of a real basketball and realistic play value makes this game appealing. There is a prize vending option available.



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Master Pitching Machine

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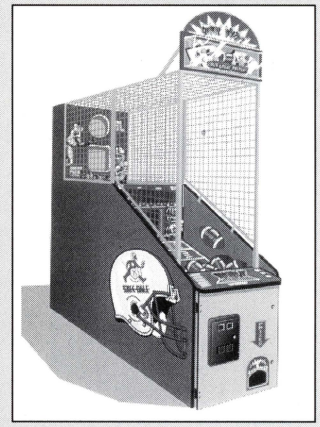
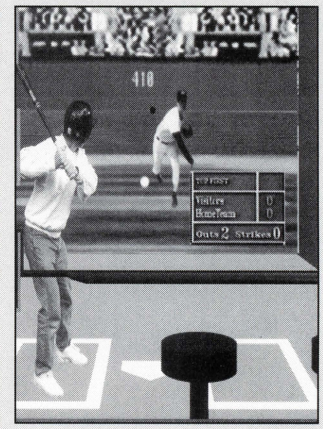
1997 EQUIPMENT CATALOG

SPORTS GAMES



UB-QB II
Skee-Ball
(215)997-8900
This football sports game has an updated new target board and display panel. Players throw footballs towards two cut outs on the backboard for either a long or short pass. Players can see their progress on the display board while real game sound effects cheer them on. A prize dispenser option is available.



Designated Hitter
Sports Simulation
(914)773-0500
In this baseball simulator players hit a real pitched ball and see the rest of the play on a giant screen. With live-speed action, realistic graphics, and the familiar sounds of the ballpark, players have the opportunity to swing in front of 50,000 cheering fans.

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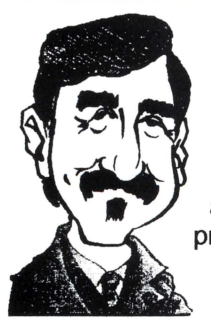

Randy Fromm

Your company or association can now sponsor a "HANDS-ON" TRAINING session with Play Meter Magazine's Technical writer, Randy Fromm

This can be anything from a two to five day program. You set the curriculum by choosing from a menu of possible seminars and "hands-on" labs. No matter what you choose, you'll get a practical repair class that's designed for operators, route mechanics and shop service techs who are looking for a quick and painless way to slash downtime by making a dramatic improvement in their repair skills.

You'll be amazed how interesting and easy it is to fix games. In just a few short days, students learn to perform repairs down to the component level. **These are NOT an advanced topics that are difficult to learn.** This class teaches you to quickly identify the problem in a game, repair it and get on to your next location or repair assignment. Call today for your ***FREE*** info pack!

Attention Operators: I strongly urge all operators get access to the Internet. Join me on-line at the **Amusement Industry Megasite**. All the latest news and products, plus the **Coin-Op Yellow Pages** offering special deals not available elsewhere. **http://laslots.com/aim**

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Advanced Games & Engineering
(954)527-0907
Available in one- and two-column formats, the machine dispenses prepaid long distance cards and is perfect for retail settings, hotels, restaurants, and other high-traffic locations. Operators resell long distance time at a profit of as much as 50 percent.

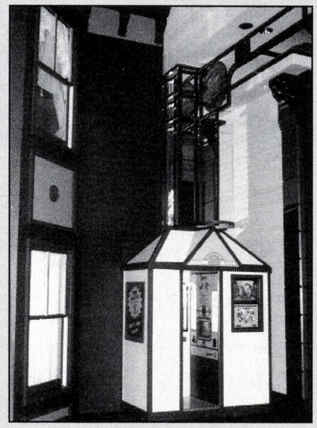
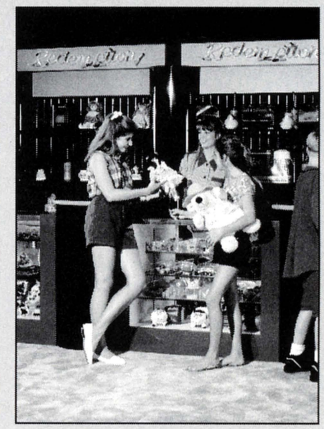
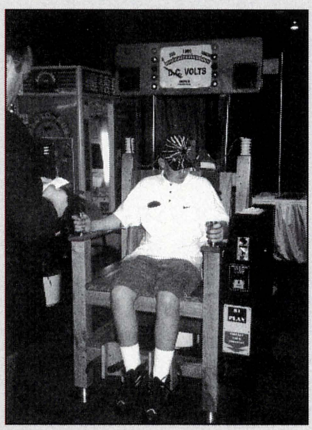


Photo Booth
APBI Interactive Kiosks
(703)519-5656
Produces personalized postcards in just 60 seconds with eight image choices, custom images, no messy chemicals, and a high-tech computer tracked with its own cellular fax/modem. Custom themed booths available.

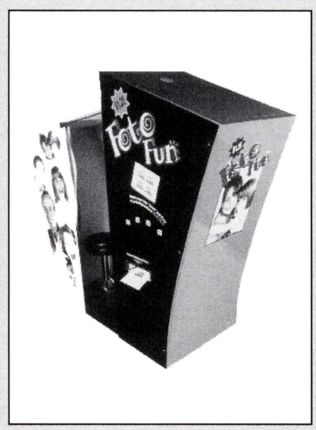
Sticker Station
APBI Interactive Kiosks
(703)519-5656
Features perfect photo stickers every time, custom cabinet designs available, bill validator that holds up to 1,000 bills, easy refill that holds 200 sticker sheets, and ADA specifications.



Modular Redemption Centers
Bob's Space Racers
(904)677-0761
The center includes display cases, backdrop, and display grid. The three merchandise display cases are 4' long, and each module has four short columns and four tall columns. Options: Formica color and Correan tops. Additional modules are available.



Shocker
Bromley
(847)509-0240
This patent-pending electric chair simulator has the looks and styling of the real thing, and provides an exciting jolt for daring customers. The player grasps two hand holders which vibrate faster and faster and the sound of the "volts" gets louder.



FotoFun
CardXpress Vending
(908)356-7033
The machine prints 8. 5" x 11" color pictures for a vend price of $1.25. It features a large capacity printer and a wide choice of backgrounds. With an attractive look the machine is well suited for amusement venues.

FotoFunXpress
CardXpress Vending
(908)356-7033
With a recommended vend price of $3, the unit produces pictures in 70 seconds without chemicals. It produces ID-type photos, as well as fun shots. There are a number of different backgrounds, some with celebrities, and users can see themselves live on video and choose when to snap the shot.

Lucky Lady
Coin Concepts
(908)390-9009
This timeless classic has proven itself over the last 80 years. Let the madam talk to you and tell you your lucky color as the crystal ball changes color. After she discusses your future, she will dispense your printed fortune and lucky numbers on preprinted cards.

SPECIALTY MACHINES

The 3-D Penny Machine
Copper Memories Inc.
(804)431-0465

One-step operation penny press with picture instructions. Options include color cabinets, token/foreign coins, and foreign signage. Dimensions: 20" wide x 20" deep x 60" high. Placement programs are available.

Ticket Tex
Deltronic Labs
(215)997-8616

Tex counts and destroys tickets and prints a winner's receipt and has a four-digit display, bar code reader, capability to read multiple bar codes, all internal electronics, and a new cutter design that allows the machine to consume thousands of tickets.

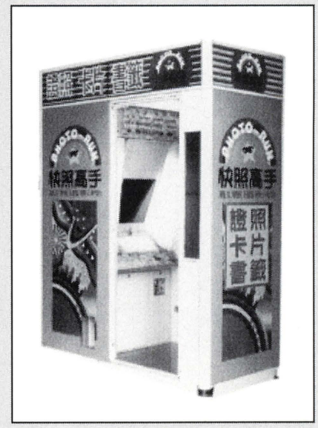


Photo Run
Entron Enterprises
886-2-218-1591 (Taiwan)

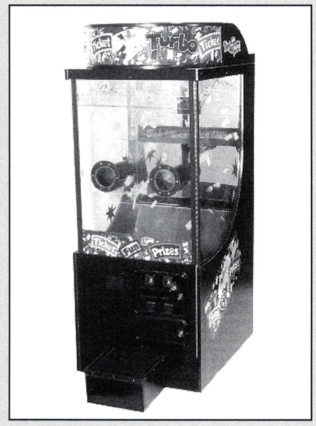
This photo booth produces a digital product that can be personalized for cards or bookmarks, will never fade, and can be personalized. The whole process is completed in two minutes, and reprints can be made in 20 seconds.

Penny/Quarter Presser
Eurolink
(805)481-4507

Personalized souvenir unit in an upright oak cabinet with illuminated marquee, scratch-resistant Lexan viewing window, and state-of-the-art solid-state electronic control system which accommodates both pennies and quarters. Dimensions: 20" deep x 17" wide x 55" high.

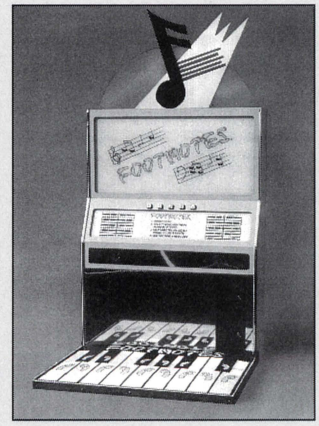
Triton 9500 ATM
Doyle Trading Group
(941)358-8835

This mini ATM features a narrow footprint, front or rear access, single or multiple cassettes, coupon printing, on-screen advertising, and 24-hour two-way online communications through CCS Connect. No minimum fees, monthly fees, or customer service charges.



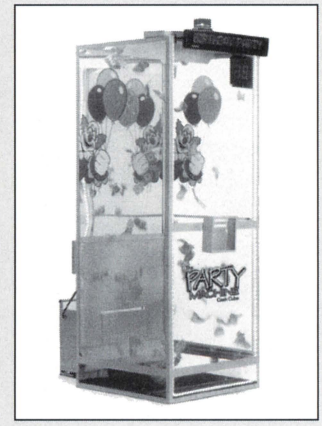
Turbo Tickets
Exidy
(415)364-5201

A ticket blowing machine with an operator-programmable traveling display. Players place their arms through the front of the game and grab tickets. Features: automatic ticket loading, adjustable time, audio during play, and adjustable pricing.



Footnotes
Footnotes Games
(214)750-7779

The machine lets customers play a song on the foot keyboard. (Remember the movie "Big"? Features include a wide variety of songs, full harmonic chords, operator-adjustable pricing, and a security coin box that holds up to $800. Dimensions: 48" wide x 67" high x 16" deep.



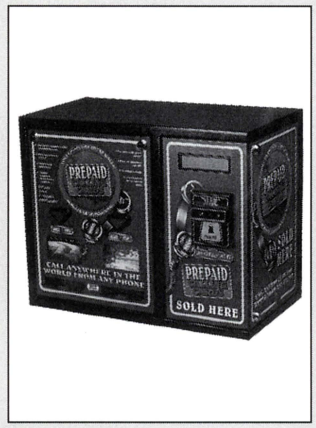
The Party Machine
Fun Industries
(309)755-5021

Cheerful clowns and balloons draw attention to this birthday promotion unit that features digital electronics, automatic attract mode, and one-button operation. Players enter to catch coupons, money, or fun bucks. Dimensions: 32.5" wide x 32.5" deep x 86" high.

SPECIALTY MACHINES

Hollywood Cash Cube
Fun industries
(309)755-5021
The Hollywood-style unit features solid oak posts and an all-oak top fitted out with casino lighting. It also has plush carpeting, a three-speed blower, electronic timing, and automatic on/off attract mode. Other models include Cash Cube Money Machine, The Grabber (compact), and The Traveler.

Video Foto
Irata
(713)467-4300
Now offering color photographs, the unit requires only 16 square feet, prints photographs in less than a minute, accepts dollar bills and quarters, offers different poses and borders, and offers a turnkey solution for photo vending.



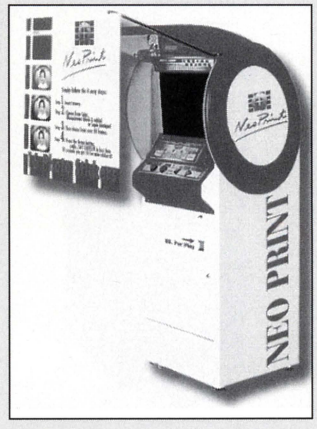
CD1000X Phone Card Vendor
Leisure Entertainment
(516)593-5050
This second-generation phone card machine is designed to be simple to operate, promote sales, and be user-friendly for the customer. It is computer-operated, has a modular design, and provides secure, reliable service in a compact space.

Beaver Redeemer
Machine-O-Matic
(905)836-4700
This machine takes customers' tickets, counts them, validates them, destroys them, and then dispenses up to four different token sizes which are good for use in Beaver bulk vending displays to purchase different products from candy to gum to capsule novelties.

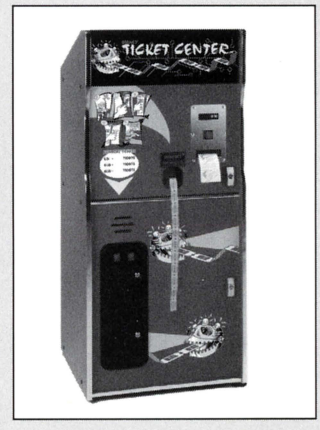
PHONE CARDS
PAGO ANTICIPADO
LLAMADAS DE LARGA DISTANCIA
TARJETAS DE LLAMADAS
$10/$20
CALL ANYWHERE IN THE WORLD AND SAVE UP TO 70%
LLAME A CUALQUIER PARTE DEL MUNDO Y AHORRE HASTA 70%

Phone Card Vending Machine
Nationwide Vending Services
(516)732-2042
The vendor stores up to 200 cards and has a bill validator that controls the whole machine. Other features include self-contained LED display; high-security, heavy-gauge steel construction; and self-diagnostics. It comes in two styles: payphone and slimline.

Sticker Club
Photo Vend Intl.
(510)468-7500
An easy-to-use, self-vending interactive imaging kiosk that produces 16 exciting photo stickers in one minute. There are 36 graphic effects to choose from as well as hundreds of borders, entertaining voice and musical prompts, and a preview option. Also available: Logo Photo photo machine.



Neo Print
SNK Corp.
(310)371-7100
The photo sticker booth allows the customer to take a snapshot and have it printed on 16 small stickers. Choose from over 40 different frames and either color, black and white, or sepia. The Neo Print is great for greeting cards, invitations, business cards, and hundreds of other applications.

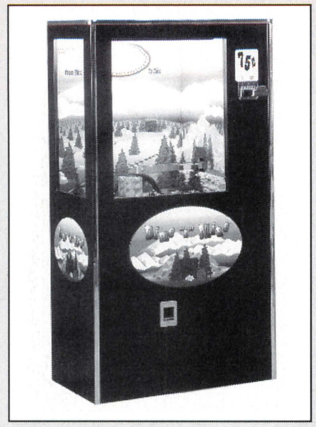


Ticket Redemption Center
Smart Industries
(515)265-9900
This unit counts and shreds tickets and prints a receipt customers can redeem or save. Buy-in capabilities ensure increased profits. Other features: vacuum fluorescent digital display, voice messaging/sound system, self diagnostics, and bookkepping mode. Options: bill acceptor and 22VAC transformer.

1997 EQUIPMENT CATALOG

SPECIALTY MACHINES

Telephone Debit Card Vendor
U-Seal-It
(805)882-2222
A four-column, high-tech prepaid phone card vendor that features a two-line vacuum fluorescent display. It is housed in a payphone enclosure for easy mounting. Prepaid phone cards are also available.



Dime 'N' Mine
Vendor's Alliance
(303)232-9312
Features a unique animated concept of pressing dimes. They come out with a 3-D mineshaft scene, complete with a conveyor belt. There is no stocking required and has a vend price of 75 cents. The unit works well in conjunction with the company's traditional penny press.

Phone Card Vendor
XCP Inc.
(813)841-6630
This unit vends prepaid phone cards from an attractive display and comes with a full line of components.

Debit VendaNet
XCP Inc.
(813)841-6630
The Debit VendaNet Model 5060 combines coin-op and Debit VendaCard and Game Vending Control System. The vending patron can insert between $1 and $20 bills or debit VendaCards to access the Internet, listen to CDs, play games, or access education information on the World Wide Web.

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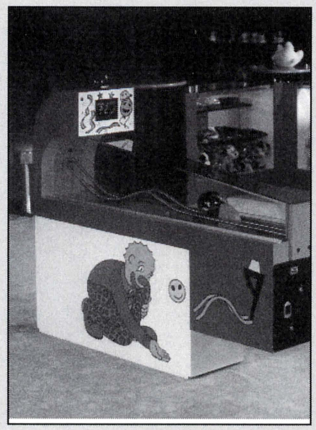
Made in USA, Patent Pending

LENGTH: 11' (3.35 m),
15' (4.57 m),
19' (5.80 m)
WIDTH: 37½" (95.3 cm)
HEIGHT: 72" (183 cm)
SHIPPING
WEIGHT: 11' 650# (295 kg),
15' 700# (320 kg),
19' 750# (340 kg)

CHILDREN'S GAMES

Barrel of Fun
Bob's Space Racers
(904)677-0761

Players toss balls through the holes of two barrels as they open and close. The more balls that land in the holes the more tickets earned. Features include kid graphics, score display, variable ticket payout and speed, digital sound, and barrel rotation safety system. Dimensions: 40" wide x 96" deep x 101" high.

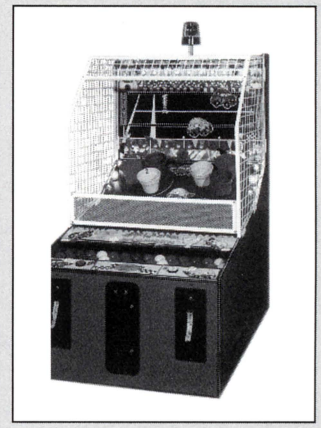


Kiddie Bowler Roller
Bob's Space Racers
(904)677-0761

The successful Bowler Roller has been rendered just the right size for young children. Features include adjustable ticket payout, number of rolls/tries, and number of coins for credit. Custom lighting is available. Dimensions: 30" wide x 72" long x 63" high.

Kiddie Whac-A-Mole
Bob's Space Racers
(904)677-0761

The granddaddy of whacking games that children always enjoy, now more on their level with a simplified three-hole playing surface and three intermittently popping moles. Crated dimensions: 35" deep x 30" wide x 57" high.



Bouncing Buggies
Coastal Amusements
(908)905-6662

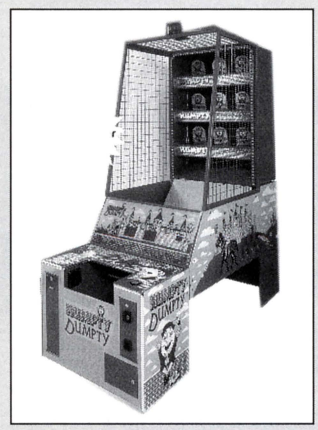
One or two players can toss balls into numbered and color-coded buckets to move little cars from the start to the finish line. Features include light and sound system, dual coin mechs and ticket dispensers, and colorful racing graphics. Dimensions: 45" wide x 72" long x 86" high.

Feed Fido
Coastal Amusements
(908)905-6662

Players use a large mallet to hit three target pads that send bones to three dogs in their dog houses (Fifi, Fido, and Patch). Features include adjustable ticket award, ticket dispenser, dual coin mechs, and full metering. Dimensions: 37" wide x 60" deep x 82" high.

Mini Max
Gametime
(817)284-3499

Get the feel of a real back hoe with realistic controls. Special scoring programs give maximum flexibility for your locations. Features include automatic ball counter, large cash box, and flashing light. Comes with or without redemption mode. Dimensions: 3' wide x 11' long x 6'1" high.



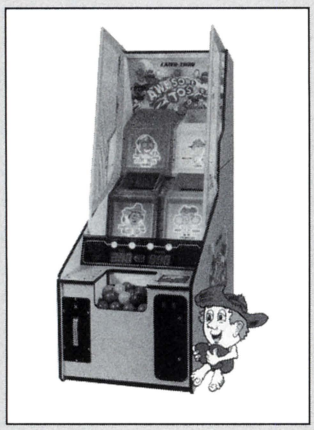
Humpty Dumpty
Innovative Concepts in Entertainment
(716)759-0370

Ball toss game based on the famous children's story, housed in a kid-size cabinet with a shorter throwing distance. Features include all-new electronics and mechanical targets, new graphics and theme song, and safety netting on the top and sides.

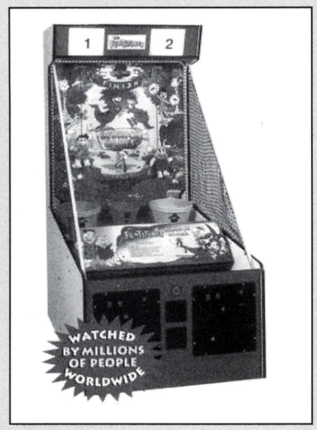
Mini-Dunxx
Innovative Concepts in Entertainment
(716)759-0370

Special child-sized basketballs come with this basketball game that includes a moving hoop (just enough for children). Features include a double-deep ticket bin, low-ticket indicator, large score and remaining time indicators, and kid-pleasing graphics.

CHILDREN'S GAMES

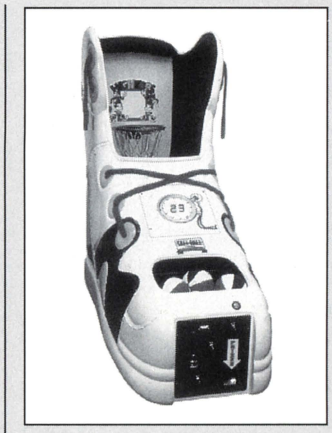


Awesome Toss 'Em
Lazer-Tron
(510)460-0873
Toss the correct color balls into matching color bins as target characters light up. Features include sound and graphics package, operator adjustments, and a skill level that increases with player proficiency. Dimensions: 33" wide x 72" deep x 82" high.



The Flintstones
Lazer-Tron
(510)460-0873
Players toss balls into their bucket to make Fred and Barney climb the track. The faster they throw the faster Fred and Barney go; the first to hit the top wins. You can even make your opponent go backward. Dimensions: 43" wide x 72" deep x 87" high.

Cavemania
Meltec
(503)643-8312
Players roll balls into slots to stop spinning wheels on prehistoric characters and line up three in a row to gain tickets. Features include digital sound and voice, multiball reservoir, insta-lock wheel design, ticket dispensers, and infrared scoring. Dimensions: 23.5" wide x 48" deep (72" with seat) x 52" high.



Hightops
Skee-Ball
(215)997-8900
Shaped and designed like a high-top sneaker, this game is designed for children of all ages. The exterior is fiberglass with colors molded in (no painted parts). The interior has a tubular steel frame. Dimensions: 34" wide x 85" long x 72" high. Full year warranty.

Skee-Daddle
Skee-Ball
(215)997-8900
The same target board technology of Skee-Ball's alley bowlers is found here but with a walk-up design to attract younger players. Features are the same as the original Skee-Toss B.C. with added state-of-the art ball sensors. Full year warranty. Dimensions: 29" wide x 48" deep x 72" high.

Super Shot Jr.
Skee-Ball
(215)997-8900
Kiddie basketball for two players that's a scaled-down version of Super Shot Deluxe. It offers the same features as its big brother: steel frame construction, powder-coated finish, bright graphics, competitive play, and full year warranty. Dimensions: 45.25" wide x 72.5" long x 79" high.

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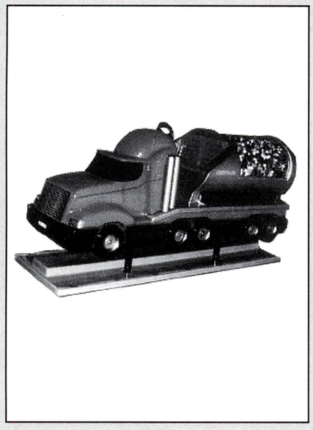
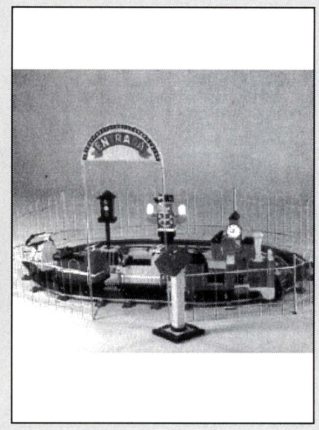
KIDDIE RIDES



Gum Ball Tanker
Astro Distributing
(309)786-7066
This unique ride is really two in one. There are the gumballs (with its own cash box) and the semi truck complete with dual smokestacks. While the child rides, the parents can buy a gumball.

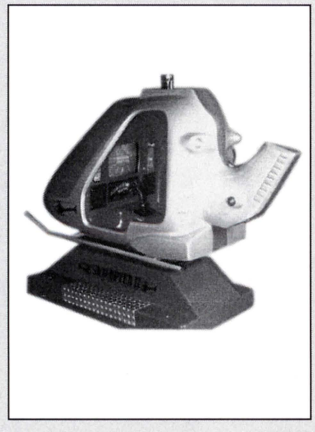
Helicopter
Astro Distributing
(309)786-7066
This hydraulic ride is only one in Astro's line of hydraulic rides which also includes the Space Shuttle, UFO, Airplane, and others.



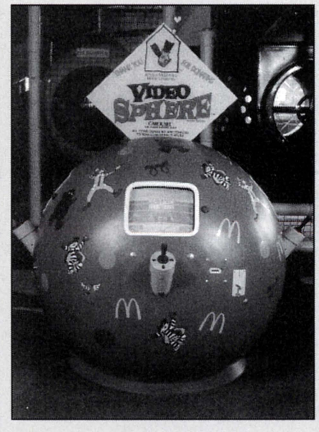
Fiesta Train
R.H. Belam
(516)292-2670
Kids take a trip around the track on this pint size locomotive. This coin-operated train in an array of brilliant colors is priced right. Kids enjoy a train ride that can't be duplicated.

Swiss Boy
R.H. Belam
(516)292-2670
This unique ride features a see-saw and a new friend. The child inserts his coin and hops into the seat on one side. On the other side is a little boy dressed like a Swiss lad smiling at the fun. It features digital sound and electronic time control.

G.T. 4.0 Racing Coupe
Carousel
(573)392-7122
This racing fantasy for youngsters features an AM/FM stereo, instrument panel LED chaser lights, working horn, custom decals, high-density fiberglass, and aluminum floorboard. There are a number of optional accessories like seat belts and side mirrors.



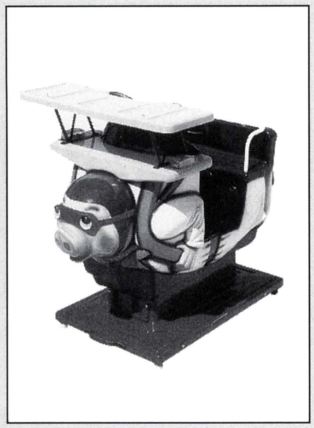
Skycopter II
Carousel
(573)392-7122
This combines the value of a kiddie ride with the experience of a virtual reality attraction. Features include digital quality surround sound, joystick/throttle with six degrees of motion freedom, user activated buttons for firing splat balls at flying objects, and an instrument panel.



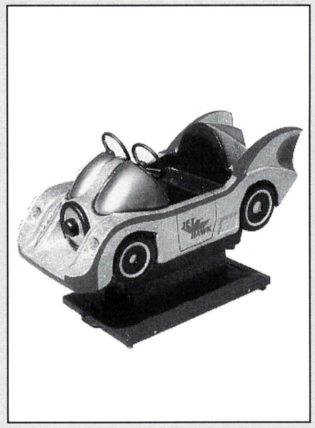
Video Sphere
Carousel
(573)392-7122
This combines interactive entertainment using the Atari Jaguar system. It has three exclusive player stations, each featuring simulator games: Speedster II Indy Racing game, Skycopter II Flying Game, and there are more to come. Available in a variety of colors.

Speedster II
Carousel
(573)392-7122
This racer features a video screen so little tykes can enjoy the action they see on big video driving games. Kids get into the realistic race car, complete with sponsor decals, and the adventure begins.

Safari Jungle Jeep
Carousel
(573)392-7122
Kids will love the realistic black and white zebra striping, a bold yellow seat, and an adorable monkey perched on top of the cage. There are 10 different animal sounds, two steering wheels, LED chaser lights, and flashing headlights and taillights.



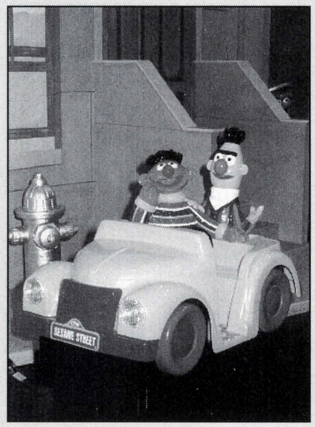
Flying Pig
Coastal
(908)905-6662
For kids who love the unusual, this ride is just right. The flying swine is dressed in aviator gear, including goggles and leather helmet. Children sit atop the pig, level with the colorful plane wings.



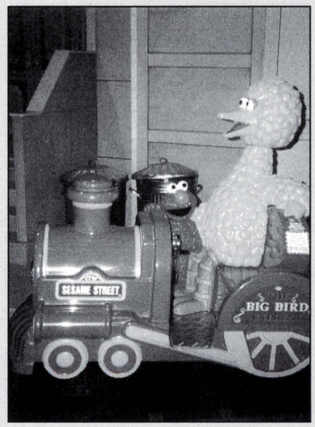
Jet Hawk
Coastal
(908)905-6662
This is a sleek, eye-catching car ride with a futuristic design with silver metal flake paint and two seats. It comes with three different pushbutton sounds and front and rear rotating lights.

School Bus
Coastal
(908)905-6662
This is one of the Whittaker Bros. road transport series. The others are the Police Van and the Fire Engine. All rides are fitted with electronic tunes and three pushbutton sound effects. All come in two-seat models or single seaters with figures like a fire engine with an elephant or a policeman in the Police Van.

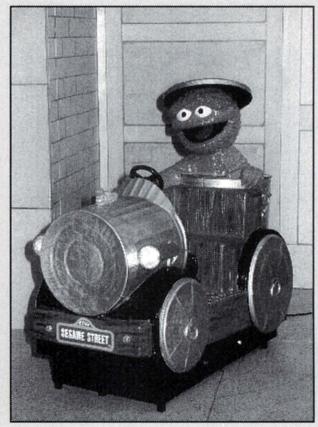
Park Ranger
Coastal
(908)905-6662
This jungle safari-looking jeep features an adorable lion cub hiding out on the roof of the vehicle. In the back a baby giraffe peers out. It comes with all the standard features of the Whittaker Bros. line including a handle in front and rear castors for easy moving and self-colored fiberglass.



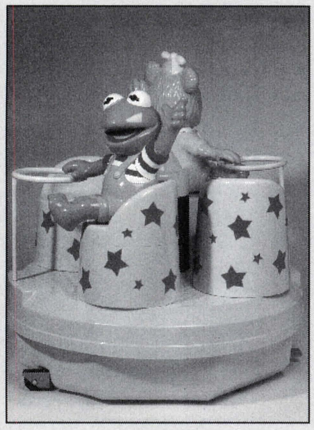
Bert & Ernie
Copy Right Rides
44 (0)1629 760388 (UK)
This Sesame Street licensed ride features the dynamic duo characters, Bert and Ernie. In addition to the ride, kids are treated to a little entertainment. In this ride children can sing along with the theme song from the "Sesame Street" program.



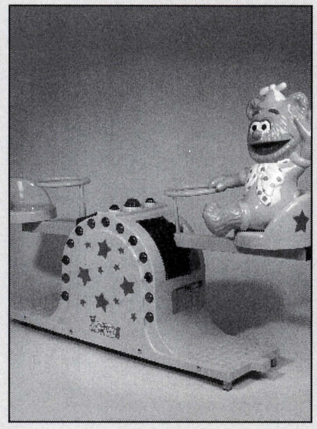
The Big Bird Express
Copy Right Rides
44 (0)1629 760388 (UK)
What child could resist everyone's favorite bird and Tickle Me Elmo on this train? In addition to snuggling up to the characters, Big Bird teaches the ABCs.



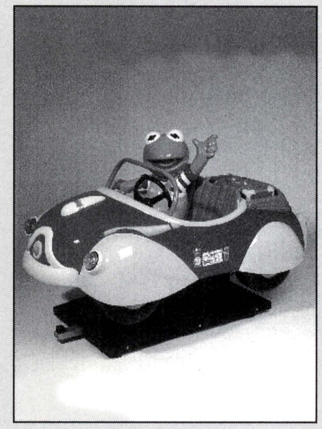
Oscar the Grouch
Copy Right Rides
44 (0)1629 760388 (UK)
Oscar beckons kids to jump in his trash can in this licensed ride. Oscar sports a trash can lid hat and the vehicle has trash can lid wheel covers. While the child is taking a ride, Oscar appropriately talks about the value of recycling.



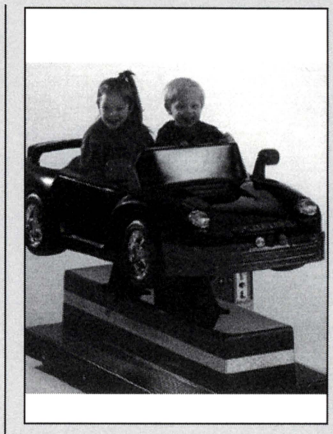
Muppet Babies Carousel
EMT/Kiddie Amusements
(601)845-7501
This two-seat carousel allows young riders to sit with Kermit and Fozzie as they rotate around. The ride features a gel coated fiberglass shell and underframe rollers for easy transportation and set-up.



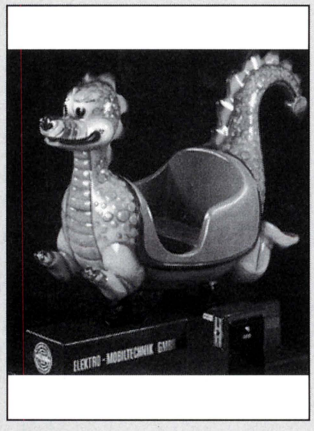
Muppet Babies Music Swing
EMT/Kiddie Amusements
(601)845-7501
This ride gives its young riders the opportunity to sit opposite their favorite Muppet Babies characters as they rock back-and-forth in a teeter-totter motion



Muppet Babies Car
EMT/Kiddie Amusements
(601)845-7501
Young children can't wait to hop on and go for a drive with the Muppet Babies. The ride comes with actual driving motion and sound.



Sports Car
EMT
(847)860-5100
This is one of EMT's value line, a series of lower priced rides that include all the safety and durability of higher priced rides. This car has a sleek appearance and real driving motion.



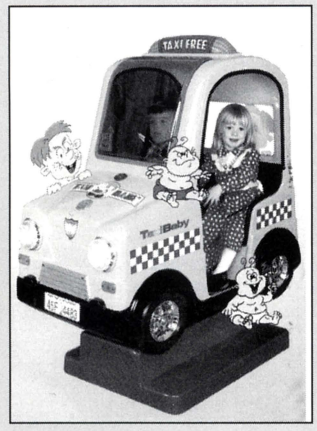
Nesse
EMT
(847)860-5100
This tame monster is not quite as foreboding as the real one. The rocking motion makes the child feel like he's riding on the monster's back. It features music and monster sounds. This is one of EMT's standard line that includes industry favorites.

Dozer
EMT
(847)860-5100
Youngsters control the ride with its two motors and back and forth motion with the pull of the joystick. This is another one of EMT's standard line that consists of industry favorites.

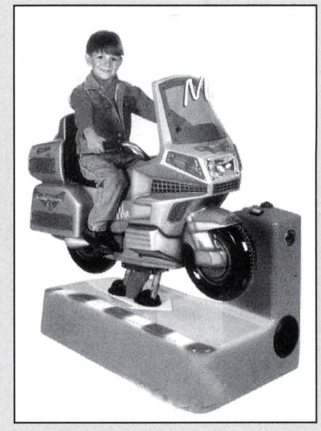
SkyWolf 2000
EMT
(847)860-5100
Young riders will love the control they have over this truly interactive ride. A pull on the joystick controls the upward and downward movements and it has the sounds of a control tower. This is one of EMT's interactive line that gives riders control over certain ride motions and sounds.

Mercedes 2000
EMT
(847)860-5100
When the young driver steps on the gas pedal the car speeds up and when he puts on the brake the car slows down. The youngster has control over the movement and can create sound effects with the press of the horns on the dashboard. One of EMT's interactive line.

Firetruck
Falgas U.S.A.
(305)471-0476
This most recognizable vehicle comes with music, flashing lights, gas pedal, steering wheel, sirens with different emergency sounds, and a bright red color.



Taxi-Baby
Falgas U.S.A.
(305)471-0476
This two seat ride is painted just like a real taxi. It comes with flashing lights, horn, sound, music, and two steering wheels.



Goldwind
Falgas U.S.A.
(305)471-0476
This motorcycle is one of five different motorcycle styles. Another popular one is the Moto Police. Both come with sound and flashing lights.

Jumby Airplane
Falgas U.S.A.
(305)471-0476
This new model airplane feature tower conversions. It comes with flashing lights and sounds. The colorful, cute graphics will appeal to kids.

Orient Express Train
Falgas U.S.A.
(305)471-0476
This train, and another model called the Canada Train, come with music, lights, sounds, and 100 feet of train track. Also available is a line of carousels including the 1900 with three horses.

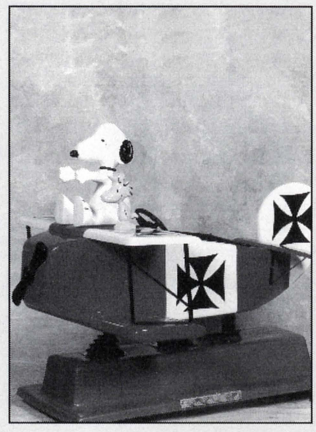
Jungle Car
Falgas U.S.A.
(305)471-0476
This realistic car with roll bar and off-road tires is one of 25 different car models that include the Sports Car, Army Car, Formula II, and Bully Rabbit. All are fiberglass with gel coat and come with sound, lights, steering wheels, horns, and gas pedals.

Wind Horse
Falgas U.S.A.
(305)471-0476
This model is one of 10 different models of horses that also include Lucky Luke, the Western Wagon, and the Pony Express horse. All have three different movements.

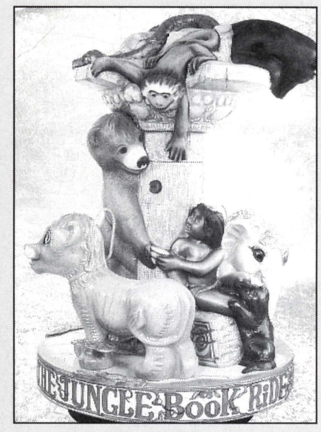
Pelican
Falgas U.S.A.
(305)471-0476
This animal ride is just one of over 20 models to choose from including the brand new Twin Animal ride that features one horse and one squirrel.

KIDDIE RIDES

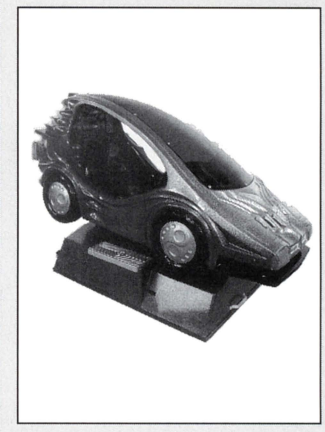
Starfighter BS1
FunTecnic
(305)592-5932
Kids will love taking off in the rocket ship for a ride they won't forget. Has amber colored afterburners and flashing lights for realism. This is only one of a line of rides offered from FunTecnic.



Red Baron
Just Kiddie Rides
(516)851-0050
Snoopy and Woodstock sit atop the Red Baron's plane waiting for a young rider to hop behind the wheel for a flight into the sky. This is just one of a long list of kiddie rides available from this company.



The Jungle Book Ride
The Kiddie Ride Co.
(412)963-1101
This is a themed carousel, two-seat ride that has real jungle and drum sounds, Jungle Book story characters, and a high quality finish.



Super Car
The Kiddie Ride Co.
(412)963-1101
This futuristic car, with space sounds, is one in a line of futuristic rides that also includes the Jet Car, Draakon, Galactic Tracker, Korax, and Libellulus. There are also a number of hydraulic futuristic rides available.

Lifting Helicopter
The Kiddie Ride Co.
(412)963-1101
Comes in both electromechanical or hydraulic. Both have all the necessary safety features of a lifting ride. Includes interactive sounds with controller joystick. Available in custom metal flake and gel coat colors.

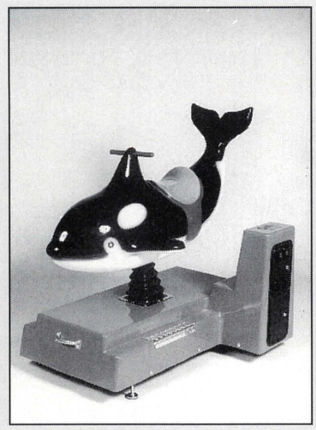
Breakdown Truck
The Kiddie Ride Co.
(412)963-1101
This is a real tow truck design with tow truck sounds, metal stack pipe detail, flashing lights, and more. Available in custom colors, metal flake, and solid gel coat finish.

Fire Truck
The Kiddie Ride Co.
(412)963-1101
Kids seem to love fire engines and this one is no exception. It features real fire engine sounds, metal stacks and ladders, and is available in red or yellow.

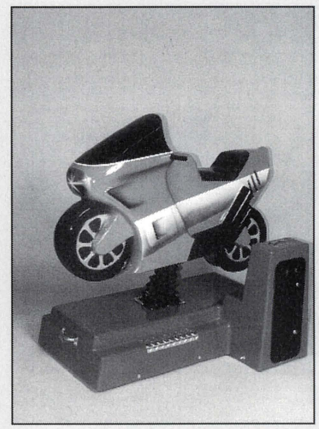
Formula One Racing Car
The Kiddie Ride Co.
(412)963-1101
Kids, start your engines, you are now part of the U.S.A. Formula 1 Racing team. This LeMans style designed race car has real racing sounds. It's available in three models: Benetton, McLaren, and Williams.

KIDDIE RIDES

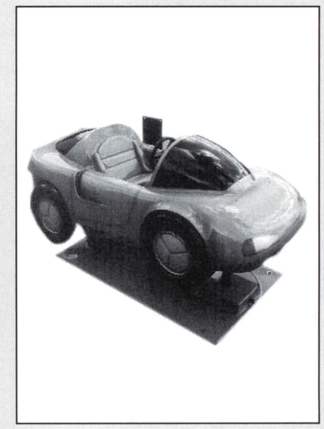
Teddy Turbo Car
The Kiddie Ride Co.
(412)963-1101
Teddy is snuggled close behind the rider in this one of four mini themed rides. There are also Panda Turbo and Polar Turbo. Teddy Turbo comes in red or green.



Namu the Whale
Kiddie Rides and More
(305)557-8356
He's everyone's favorite whale awaiting kids to drop their coin. This durable ride features a black and white whale with a colorful blue and green saddle.



Motorcycle 900R
Kiddie Rides and More
(305)557-8356
Even the youngest children will love to take a spin on this realistic motorcycle. It looks just like the ones the big guys ride.

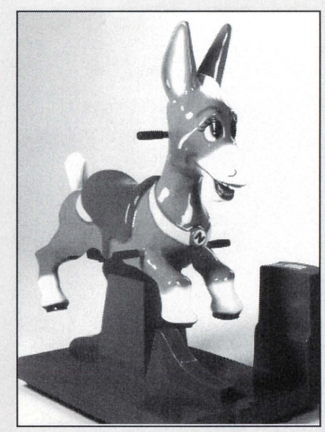


Concept Car 2001
Kiddie Rides and More
(305)557-8356
Parents are going to wish they could take a spin in this one! It's designed to look like a car of the future with bubble windshield, designer seat, and unique headlights.

Speed Boat
Kiddie Rides and More
(305)557-8356
This sturdy, durable ride looks like the real thing. Kids will let their imaginations run wild as they "crash through the waves" in their very own speed boat.

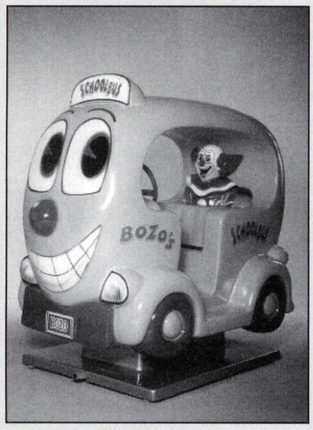
Tonka Mighty Dump Truck
Kiddie Rides USA
(303)399-7191
These trucks are not just for adults anymore! Kids can jump into a realistic dump truck emblazoned with the recognizable Tonka name.

Nessie
Kiddie Rides USA
(303)399-7191
Children won't be afraid of this monster. Named after the legendary Lock Nes Monster reportedly spotted from time to time in Scotland, this Nessie is readily available and fun to ride.



Billy Burro
Kiddie Rides USA
(303)399-7191
This lovable burro will be irresistible to younger children with its cute face and colorful saddle. The rides' gel coat finish will assure many years of dependable service.

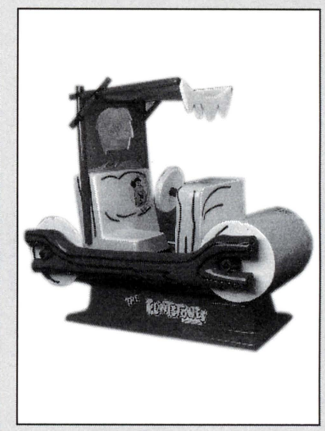
KIDDIE RIDES



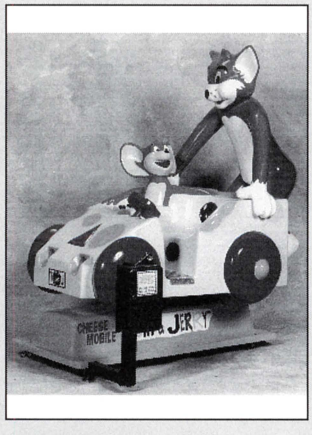
Bozo School Bus
Kiddie Rides USA
(303)399-7191
Kids love pretending they're going to school and they love Bozo the Clown. This ride offers both of those in one ride with colors that can't be missed.

The Jetsons
Kiddie's Mfg.
(809)897-3180
This licensed ride takes young riders into the future featuring the most famous futuristic family. Kids ride in the same vehicle they've seen on the popular TV series.

Batman Forever
Kiddie's Mfg.
(809)897-3180
Youngsters will be delighted to become an American super hero, or at least drive his car! This ride is modeled after the car seen in the Batman movie.

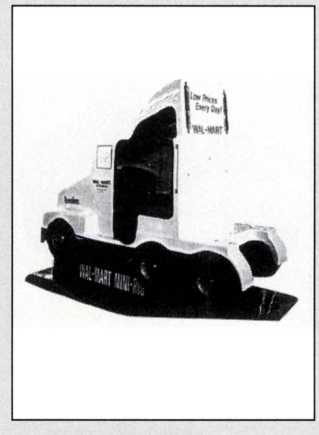


The Flintmobile
Kiddie's Mfg.
(809)897-3180
On the other end of the evolutionary scale from the Jetsons is everyone's favorite prehistoric family and now kids can take a spin in Fred's car or Barney's Loggin' Continental.

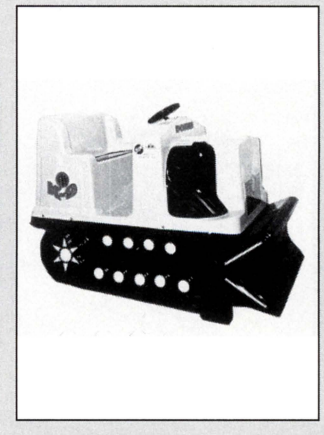


Tom & Jerry
Kiddie's Mfg.
(809)897-3180
They may fight like cats and, er...mice on TV but they're best friend in this ride that kids won't be able to resist. Tom sits behind the rider and Jerry sits alongside in the Cheese Mobile.

Search and Rescue Helicopter
Kiddie World
(314)796-4232
Kids will have a ball pretending they are on a mission to rescue someone from a dangerous situation in this realistic helicopter with a joystick that allows them to move up and down.

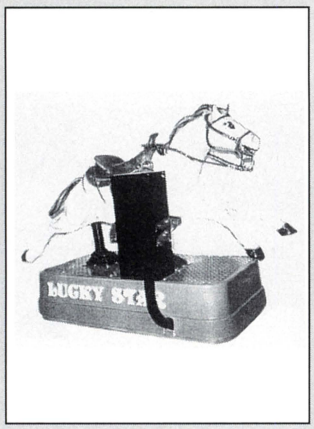


Wal-Mart Mini Rig
Kiddie World
(314)796-4232
Everyone shops at Wal-Mart and kids everywhere will recognize the name and then beg to take an imaginary ride to deliver the goods in this 18-wheeler. There is also a small semi truck available.

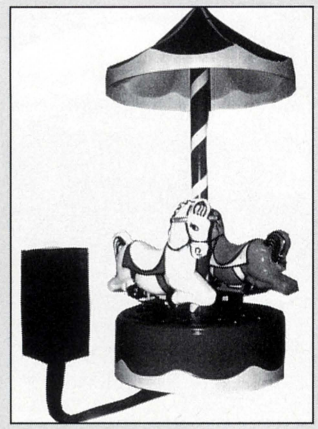


Kiddie Bulldozer
Kiddie World
(314)796-4232
When kids see those huge earth moving vehicles they dream of driving one. Now their dreams will come true when they hop on board and pretend they're moving the earth.

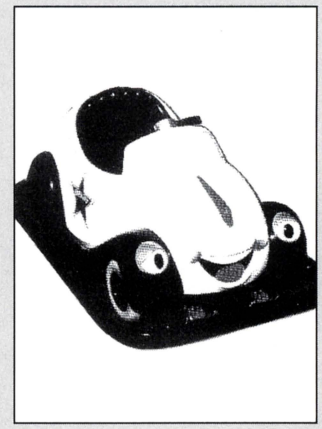
KIDDIE RIDES



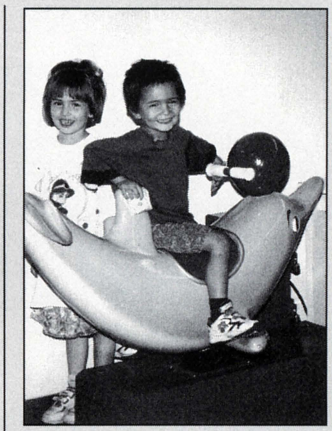
Lucky Star Horse
Kiddie World
(314)796-4232
No kiddie ride location would be complete without a horse ride, like those enjoyed by children for decades. This features durable paint and reliable electronics.



Merry Go Round
Kiddie World
(314)796-4232
One child can ride alone or he can invite a brother, sister, or friend to join him on this two pony carousel. The colors are attractive and it can be used indoors or outdoors.



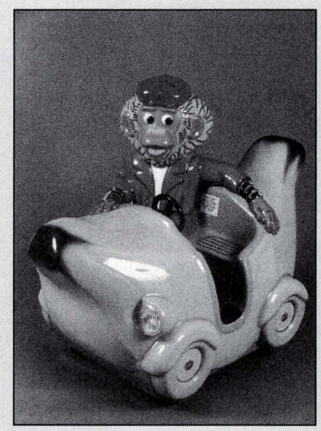
KidzKart
KidzKart
(503)390-5714
This cartoon character go-kart comes in four versions, Mr. Taxi, Mr. Police Chief, Mr. Fire Chief, and Sports. It is portable and be used indoors and outdoors



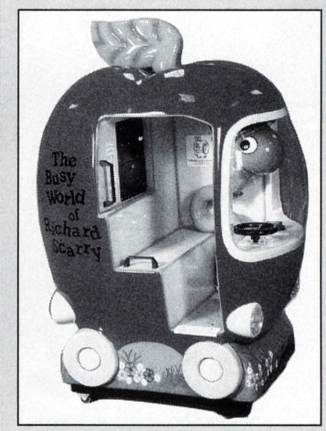
Dolphin
Mayoni
(818)899-2488
This ride has solid construction features that include a fiberglass base with a 16-gauge steel frame, fiberglass body, ball-bearing mechanism, and adjustable ride time.

Mr. Softy's Ice Cream Van
Standridge Enterprises
(707)552-5477
This is just one of a line of R.G. Mitchell rides offered by this company. This truck bring back all the thrills of seeing the ice cream man coming down the street. Now kids can be that ice cream man. Other rides include Musical Mushroom, Fire Fox helicopter, and the Toy Town Police or Fire Chief cars.

Garfield
Theisen Vending
(612)827-5588
Garfield is just waiting for a young friend to hop behind the wheel in this licensed kiddie ride from Jolly Roger Amusements. Garfield is dressed for the road in his bee-bop hat.



Bananas Gorilla Banana Car
Theisen Vending
(612)827-5588
Maybe you've never seen a car shaped like a banana but kids with those rich imaginations will say that nothing could be more normal! A gorilla with a bee-bop hat is just waiting to take a spin with a young rider behind the wheel.



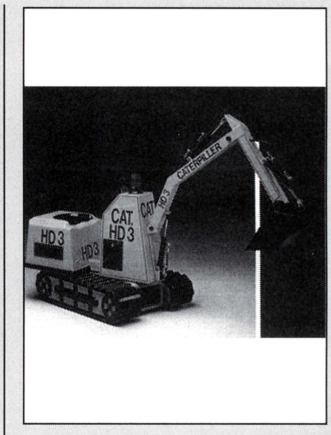
Apple Car
Theisen Vending
(612)827-5588
"The Busy World of Richard Scarry" comes to life with this ride taken from the best selling book series. The lowly worm waits for a young rider to take a spin. It features music from the animated series.

KIDDIE RIDES

American Roadster
Theisen Vending
(612)827-5588
Here's a sports car that will take parents back to the '50s and let children live the American dream. It's a two-seater in vibrant colors of the classic 'Vette and has retro features.

Pink Panther Police Van
Theisen Vending
(612)827-5588
Youngsters can enjoy Pink Panther in this police van as he escapes from Inspector Clouseau or on the Pink Panther See-Saw. Both have the lovable character ready to enjoy the ride to the Henry Mancini theme tune.

The Whip
Weenie Ride Co.
(410)525-2600
This ride lets little riders enjoy a ride similar to rides they've seen adults ride. The cute lady bug cars spin around just enough for little ones.



Super Shovel
Zamperla
(201)334-8133
This small version of the heavy equipment children see adults using allows them to control the shovel arm through a set of levers. This is only one of a complete line of kiddie rides from Zamperla.

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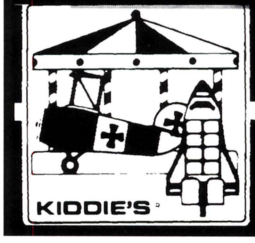
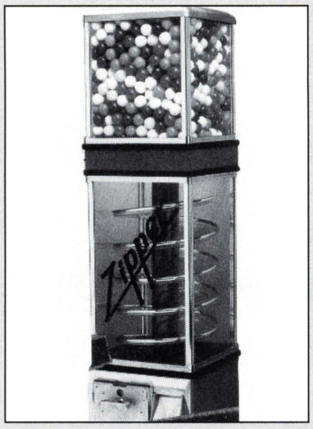
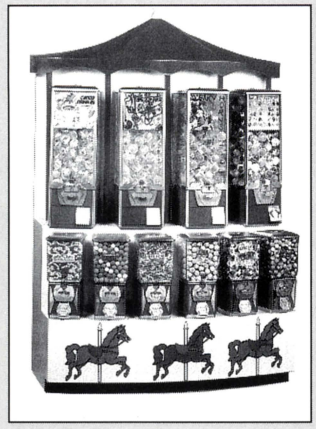


COIN OPERATED KIDDIE RIDES

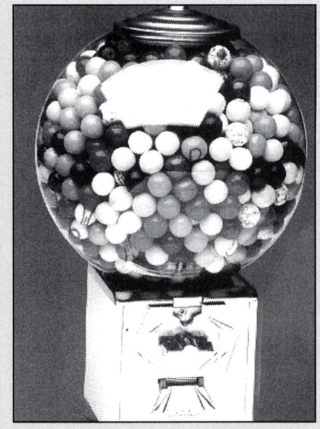
BULK VENDING



Baby Zipper
A & A Co./Parkway Machine
(410)252-1020
This vending unit has all the benefits of the larger spiral gumball machines and the option of being mounted on a rack stand makes it much more flexible in its space requirements.

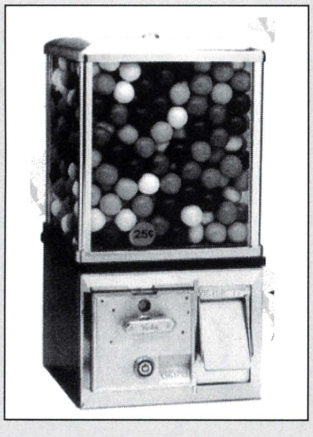


Carousel Stand
A & A Co./Parkway Machine
(410)252-1020
A carnival themed fiberglass vending stand that can put up to 10 vending units within easy reach of customers. Also from A & A: a full line of vending machines.



PM vendors
A & A Co./Parkway Machine
(410)252-1020
For a look that's bold, the company added a larger 12" globe to two of its best sellers, the PM Elite and PM Premier. Made from Lexan, the globes are shatter and crack resistant for safer shipping and an accident-free earning life. Also from A & A: a whole line of vendors and supplies.

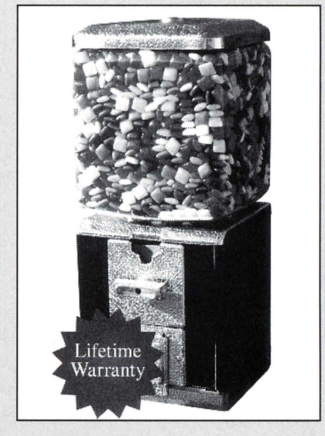
Triple Crown
A & A Co./Parkway Machine
(410)252-1020
A three selection candy and capsule vendor featuring a durable textured, scratch, and resistant powder coated finish; popular chrome octagon stand for free-standing placement, and mechs that can be set between five and 50 cents.



Victor Legacy Series
A & A Co./Parkway Machine
(410)252-1020
This gum, novelty, and capsule vending series of machines comes in white, blue, black, and red depending on the model. Based on the original Victor 77, the Legacy Series ranges in size from 20" to 30" high. Also from A & A: a whole line of vendors and supplies.

The Zipper
A & A Co./Parkway Machine
(410)252-1020
Features on this spiral gumball vendor include Victor 77 coin mech, large pull out cash box, 24" base diameter, chrome top, 18" and 22" globe sizes available, a cash door that is 1/4" thick steel, and custom colors.

Ashland Spiral
Ashland
(201)244-1077
This unit holds 5,000 gumballs, comes with a Beaver coin mech, stands 5' 2" tall, and has an 18" polycarbonate globe. It is available in red, green, black, blue, and white.

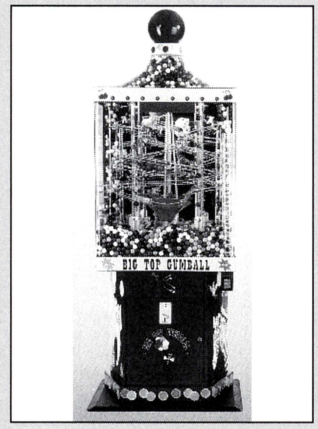


7800 Series
Ashland
(201)244-1077
This member of the company's extensive lineup of bulk candy vendors includes a PVC globe, fully textured hopper, lifetime warranty, six color choices, powder coated case, and eight-pound capacity. The unit stands 15" tall..

BULK VENDING

8000 Series
Ashland
(201)244-1077

With all of the features that come standard with most Ashland vendors, this unit has a 10" polycarbonate globe, metallic lid and trim, and 800 gumball capacity. Also available from the company: a full line of free standing, pedestal, and rack vendors.

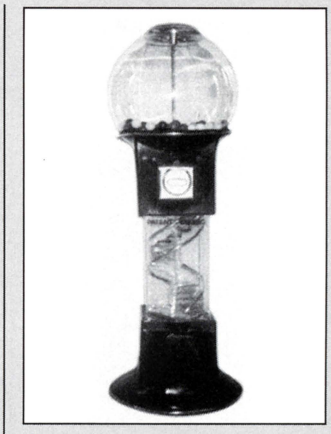


Big Top Gumball
Big Top Gumball Inc.
(617)662-4111

The unit can hold close to 5,000 gumballs and is constructed of 12-gauge steel. Lexan windows cover three sides of the machine for better visual access. Single vend takes 20 seconds for the gumball to negotiate the maze. Standard features include single controlling computer chip, large cashbox, and Beaver coin mech.

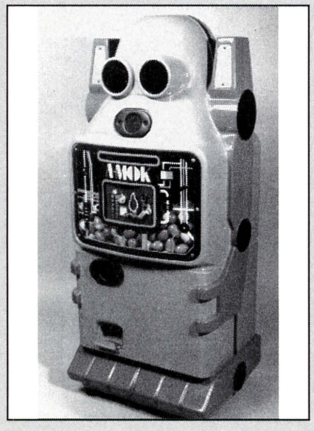
Cards Plus
Cardworld Ltd.
(702)641-9493

A snack-type vending machine with 50 different selections available to vend cards. Cards available: All Sports, Upperdeck, Skybox, Fleer, Pinnacle, Topps, Non-Sport, Disney, etc.



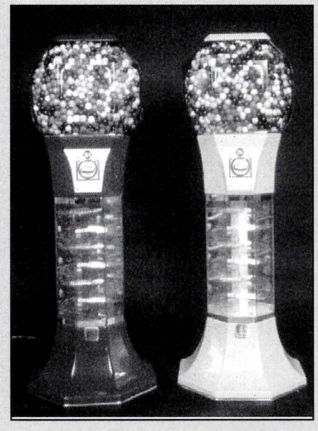
The Twist
Creative Products
(602)925-6629

As part of the company's line of innovative vending products, this gumball vendor stands 4' 10", holds 3,200 gumballs, and has the added feature of chase lights or a voice kit. Also available: the Tornado which stands 5' 10" and holds 6,000 gumballs.



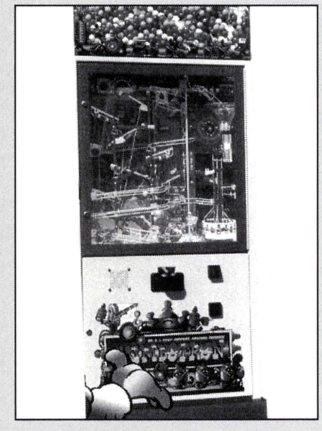
A-MOK
Fun Tecnic Inc.
(305)592-5932

This electronic novelty vending unit features a modern robot character. It also brings a new element into vending by combining an interactive voice feature which asks kids their name then repeats it back to them during conversation.



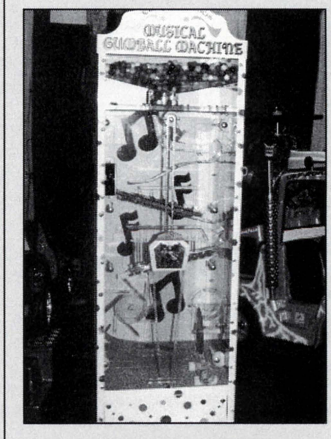
Switchback
Innovative Vending
(602)272-7151

The machine is available in standard version or with flashing neon lights, as well as a dual vend Gumball Racer and large capsule versions. The company had a history in making bulk vending machine components before introducing its own product.



Gumbotron
J.P. Distributing
(888)281-7710

Dr. Ting releases a gumball from the large clear hopper on his laboratory roof and through an exhilarating maze. On its journey through the machines, customers are treated to an excursion of light, sound, and action. Distributed by Canadian Coin Machine in Canada and Fabtek internationally



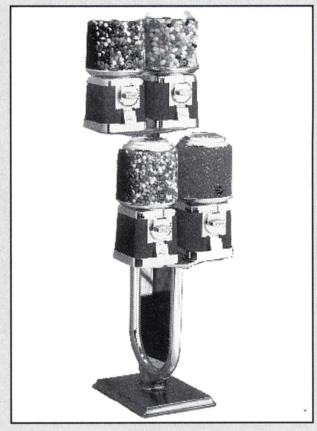
Musical Gumball Machine
Kiddie Rides USA
(303)399-7191

This non-electric gravity/kinetic powered machine comes with battery powered sound, $1,000 coin capacity, Northwestern coin mech, and music themed interior. It holds four cases of 850 count gumballs. Dimensions: 2' wide x 2' deep x 68" high.

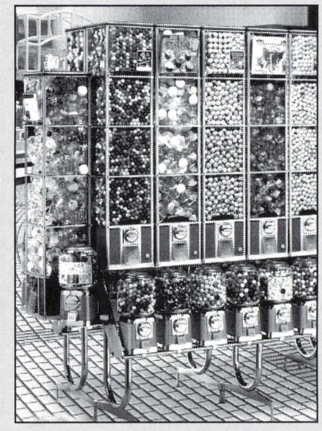
BULK VENDING

Lucky Ducky
Lucky Associates
(417)589-6700
Lucky swings back and forth and quacks a maniacal laugh with each vend. Features: 600-egg capacity, thumb screw assembly, repairable parts in bottom cube, access secured by heavy steel shutters, and heavy duty construction of steel, high impact plastic, and plexiglas.

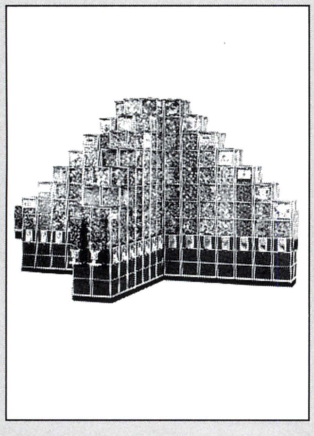
BS800 Vending Display
Machine-O-Matic
(905)836-4700
A typical medium-sized location vending display, the BS800 racks are modular and can hold as few as five machines, or in the Treasure Island format, can hold up to 63 machines on one display.



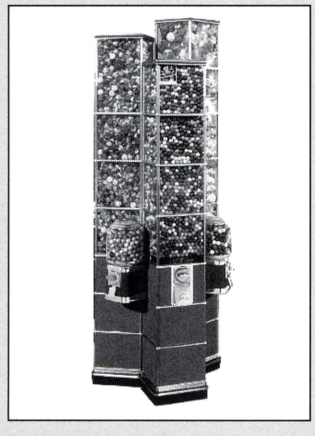
J Rack Display
Machine-O-Matic
(905)836-4700
The J rack provides optimum product choice from a minimum floor area. Using only about 1-1/2 square feet, customers can choose from four different selections of product.



Treasure Island
Machine-O-Matic
(905)836-4700
The Beaver Treasure Island in its largest mode provides vibrant and dynamic sales appeal. Its sheer size and colorful facade attract customers from any traffic in the general vicinity and a high percentage of repeat sales.



Pyramid
Machine-O-Matic
(905)836-4700
One of the thousands of different combinations of Beaver vending displays, the Pyramid is a dominant attention getter for large square footage locations, providing extremely high capacity and the ability to service numerous customers at the same time.

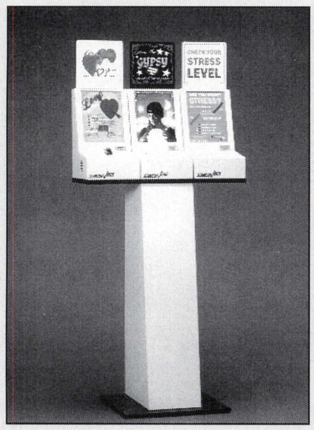


Tri Tower Deluxe
Machine-O-Matic
(905)836-4700
The dynamic Tri Tower Deluxe answers many concerns for high traffic locations. Very large capacity and six different product selections will elicit sales from even the curious.

The Magician
Magic Gumball Intl.
(818)716-1888
Available in four standard colors—red, blue, yellow, and purple—the vending machine stands 5' tall, has a base diameter of 21" and globe diameter of 18", and holds up to 3,000 jawbreakers or gumballs. Custom colors are available.

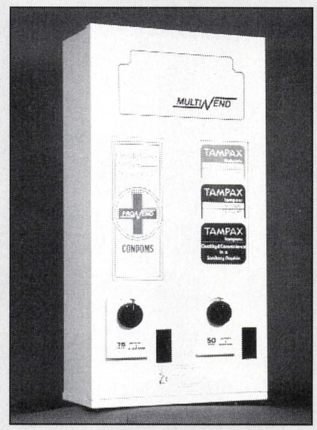
Bulk Vendors
Mayoni Enterprises
(818)899-2488
Including Ziggy the Clown, Zords, Dinovend, Sgt. Major, Funshuttle, and the most recently re-designed Mini-Pinball. The machines can vend 1" and 2" capsules with the exception of dual product vendors Sgt. Major and Zord which are designed to vend 1" products only. Also: Sucker Mania machine.

BULK VENDING



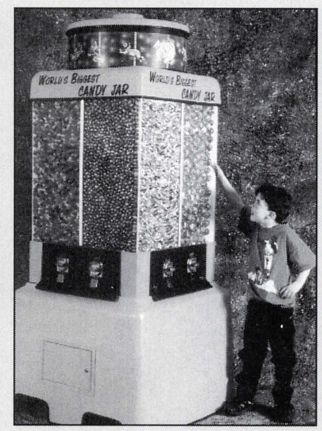
Impulse/Novelty Machines
Mayoni Enterprises
(818)899-2488

Popular among operators for their high returns without vend items, the lineup includes the Talking Gypsy, Heart Rate, Stress Test, Physical Fitness, Love Meter, Sex Reactor, Memory Test, Perfect Match, Personality, and Lucky Lotto. In addition, the company offers a self-calibrating Compu-scale and countertop Vend-a-snack machine.



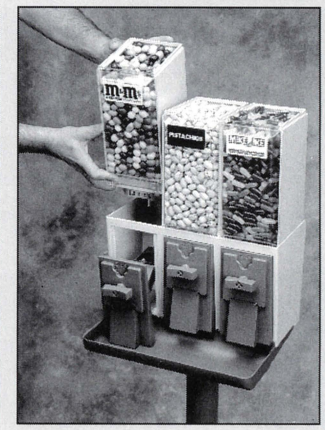
Personal Hygiene
Mayoni Enterprises
(818)899-2488

The wall-mounted personal hygiene machines can vend as many as three different products. Each column has its own adjustable coin mech giving the operator the versatility to set prices as needed.



World's Biggest Candy Jar
The Mentor Group
(403)269-6060

The design patented free-standing or wall-mounted units are ideally located in shopping centers, fun centers, and other high traffic areas. The largest machine takes up nine square feet, weighs 325 lbs. when empty, and holds 15 cubic feet of product, roughly 20,000 gumballs. Each machine will vend from four to 12 different products.



Vendstar 3000
MultiVend Inc.
(516)243-4995

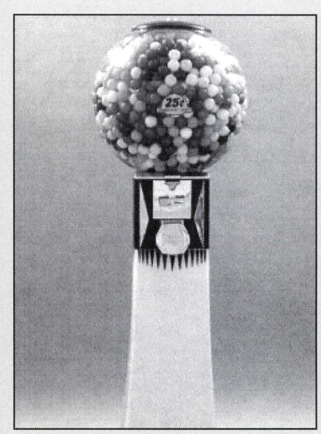
A contemporary three-canister bulk candy vending machine. It features removable/interchangeable product canisters allowing for quick change; steep product chute; Delrin coin mechanism; recessed locks; and a 10-year warranty.

Farmer Bear
National Entertainment Technologies
(417)468-2900

The bear inside revolves, produces sound, and lays colorful plastic egg capsules. Features: heavy-gauge steel and ABS Cycolac Plastic construction, solid state circuitry, holds over 1,000 eggs, interchangeable characters, optional coin or token pricing and limited customizing to cabinet.

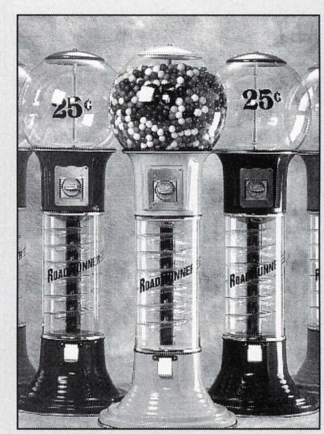
Four-In-One Candy Carousel
Nationwide Marketing Services
(516)732-2042

Features include four separate product canisters, spring loaded chute cover, cast zinc alloy coin mech, and weighted round lip stand to prevent tipping over. Available in high gloss charcoal fuse-bonded paint or gold metallic finish.



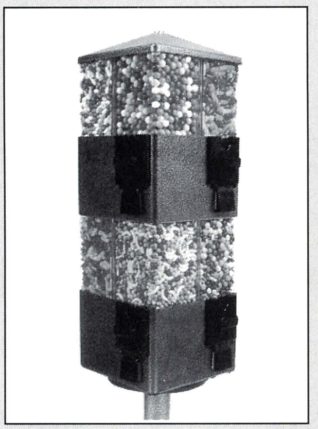
Jr. Giant
Nationwide Marketing Services
(516)732-2042

This gumball machine features a 21" base with 13" Lexan globe, 1,300 gumball capacity, a coin bag that holds $325 in quarters, separate access doors for refills and collections, and superior construction. Available in green, blue, yellow, red, purple, and orange.



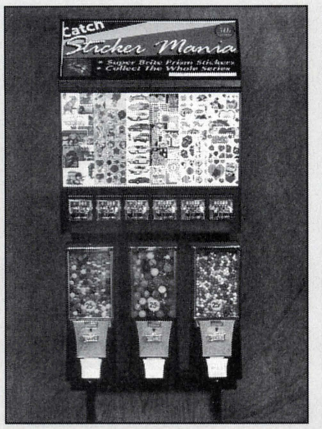
Road Runner
Nationwide Marketing Services
(516)732-2042

This spiral gumball vendor stands 58" tall, has a 21" diameter base and a 18" globe and holds over 3,000 1" gumballs. It is set for quarter vend and comes in purple, red, yellow, blue, and green. Also: A full line of snack and drink vendors.



U Turn series
Nationwide Marketing Services
(516)732-2042

Compartmentalized turning snack and gumball vendors that come in several different configurations including the U Turn Plus, U Turn Silver Collection, and U Turn Eliminator. An optional pig character cover is available.



Sticker Mania
Peninsula Vending
(408)978-3588

Sticker vending machines are available in three- to six column versions. They can be linked to two or three Eagle candy/capsule vending machines. Current licensed product from Peninsula includes NFL, MLB, soccer, Flintstones, NHL, Nintendo, wrestling, and Hanna Barbera.

Good Time Vending Factory (single)
Quick Silver Development
(702)888-8100

A fun and exciting factory theme that sounds a whistle when the show begins. A chain pulls the product to the top and then allows it to slide down a construction chute while a truck moves across the playfield in time to catch the product, back up, and dispense it to the customer.

Good Time Vending Factory (multi)
Quick Silver Development
(702)888-8100

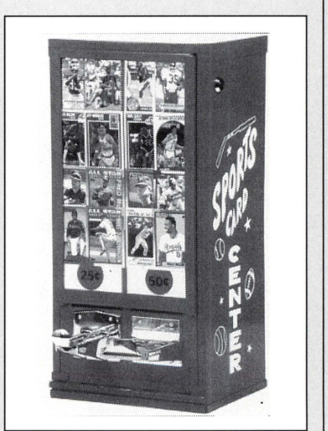
With a loading dock theme, this vending unit can dispense three different products simultaneously. Customers select a product and a truck moves to that location where a chute delivers the product to the truck. The truck then backs up and dumps it into a bin to the customer.

Selectron Series
Selectra Intl.
(718)931-4800

With three- to eight-column versions available, the Selectron series plastic laminating/decal machines come complete with floor stands and a line of fully licensed stickers and decals.

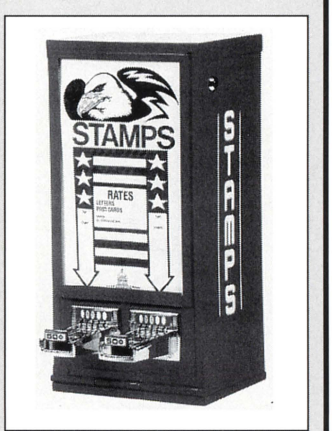
KidStop
Steiner Mfg.
(718)875-0835

The heart of the machine is the four-column Steiner Fun-Sticker unit featuring an adjustable coin mech on each product column, and all-steel construction, while the attached gumball and capsule vendors feature adjustable merchandise wheels.



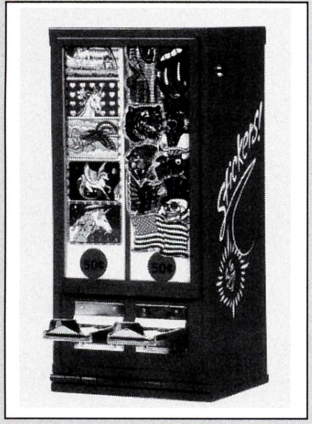
Sports Card Centers
Steiner Mfg.
(718)875-0835

Two basic models are available in two, three, four, and six column versions. The folderless model vends two to seven cards per sale; the number is set by the operator. The folder model dispenses cards in sanitary cardboard folders, and one to five cards can be sold at once.



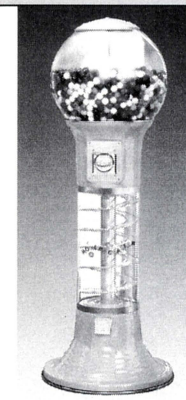
Stamp Machine
Steiner Mfg.
(718)875-0835

Available in one, two, or three column versions. Each column has its own coin mech All models feature easy-to-set price adjustable coin acceptors from 25 cents to $1.25. Also available: Mini Post Office machines that vend both stamps and envelopes and postcards, as well as stickers and plastic laminate.



Sticker Machines
Steiner Mfg.
(718)875-0835
Each unit features all-steel construction with two high-security locks and a personal key code. Available in two, three, four, and six column versions. Standard price vends are 25 or 50 cents, adjustable coin mechs are available, and Steiner guarantees each unit for one year parts and labor with five-year service warranties.

Original Roller Coaster
Thaitalian
(714)373-3488
Features include 18" globe with 3,000, 1" ball capacity, lifetime warranty on all moving parts and track, GE Lexan globe, automotive quality fiberglass base, 3/16" thick clear plexiglas cylinder track, and high security tubular lock custom keyed. Dimensions: 60" tall x 22" base diameter.



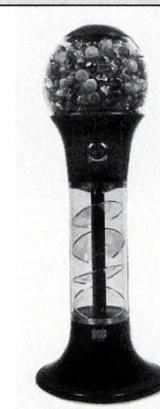
Roller Coaster Jr.
Thaitalian
(714)373-3488
Features include 14" globe with 2,100, 1" ball capacity, lifetime warranty on all moving parts and spiral track, all material specs are the same as the Original Roller Coaster, and a candy vend spiral tube option to vend M&Ms, Chicklets, Skittles, etc. Dimensions: 42" tall x 17" base diameter.

Whirlwind
Thaitalian
(714)373-3488
Features include 18" globe with 3,000, 1" ball capacity, three year warranty on all moving parts; one year warranty on spiral track, acrylic DR globe. Dimensions: 60" tall x 22" base diameter.

Gas Pump Gumballs
Thaitalian
(714)373-3488
Authentic design with a choice of decals (Esso, Gulf, Shell, etc.); four gas pump colors including red, green, yellow, and blue; molded plastic; Beaver mech.; wheel; hopper; brush assembly; and acrylic tube. The large 7' model holds 2,500, 1" balls; the small 5' model holds 1,700.

Capsule Vendors
Toy 'N Joy
(414)739-5269
Available in three models that will hold anywhere from 1,000 to 2,000 capsules, the units include the following features: powder coated metal parts, simple maintenance, mechanisms that convert from 25 to 50 cents, coin return, and double lock security system. Custom colors and logos available.

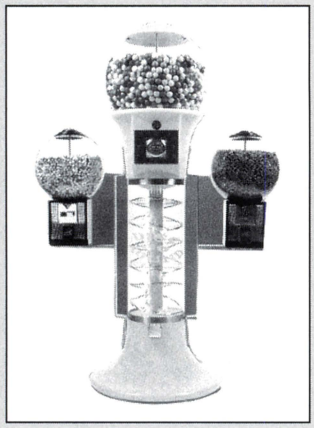
Talking Machine
Toy 'N Joy
(414)739-5269
No electrical outlet is required on this machine that carries all the standard features of the company's line of capsule vendors. As many as five different changes of scenery complete with five characters as well as backdrops and voice are included.



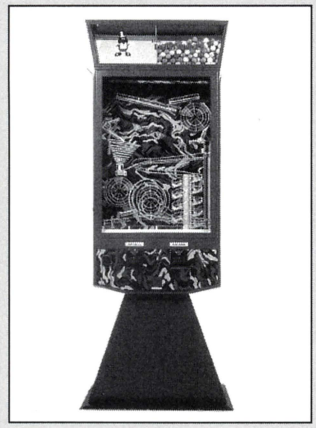
Bubble Disc-Go-Round
West Coast Mfg.
(954)725-8314
The brightly colored bubbles create a colorful illusion which will capture attention. West Coast also recommends lights with this unit to make it really outstanding. The bubbles are multicolored which can be customized for particular location color schemes. Also available: Mini Disc-Go-Round, a 48" version.

1997 EQUIPMENT CATALOG

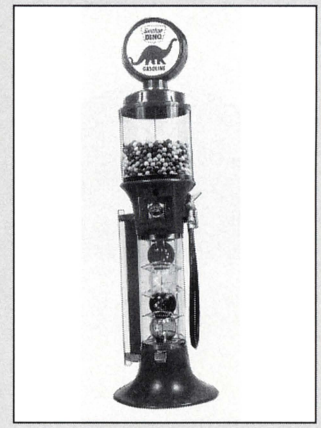
BULK VENDING



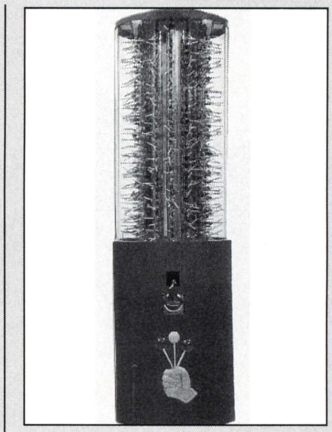
Create-A-Cluster
West Coast Mfg.
(954)725-8314
This concept enables a vendor to maximize profits by increasing product capability of a machine to offer up to six products while still offering a center tube attraction. Select from West Coast's center tube options—the Lightning Bolt, Disc-Go-Round, or the new Bubble Disc and then add a Dual or Quad Cluster.



The Entertainer
West Coast Mfg.
(954)725-8314
This exciting interactive kinetic machine will fascinate both children and adults. The machine features dual product and dual mechanisms. It is the first time this particular machine has been offered for direct sale.



Gas Pump
West Coast Mfg.
(954)725-8314
This model offers the center tube attraction where you actually see the product being dispensed. Operators can select a single or dual product vend and choose the center attraction from the company's selection.



Pop Drop Lollipop Machine
West Coast Mfg.
(954)725-8314
This appealing carousel concept machine holds up to 500 pops with a separate storage unit for 700 more. Features: easy loading, separate locks for inventory and cash compartment, and, of course, the Beaver coin mech.

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Mali

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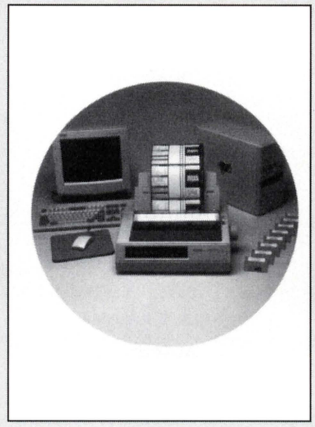
LASER TAG

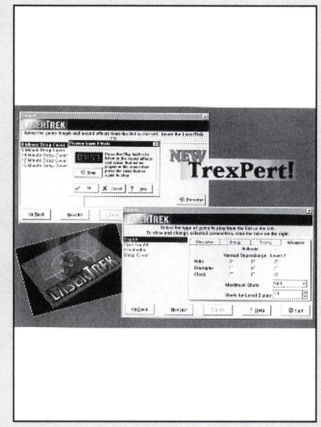
Lazer Runner
Ascension Productions
(403)496-9058

This laser tag firm sells a full line of guns and vests, as well as several turnkey stationary and inflatable arenas. Its newest is the Battle Base VII, a completely themed fixed product.



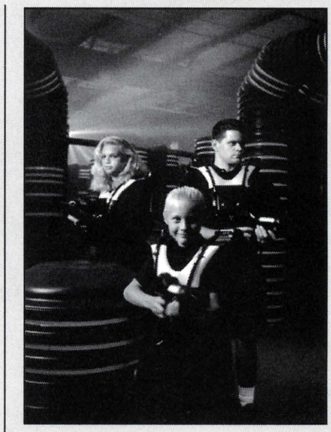
Laser Storm
Laser Storm
(303)751-8545

Completely themed laser games and arenas, as well as new low prices on systems that include phasers, vests, energy pods, computer system and numeric scoreboard.



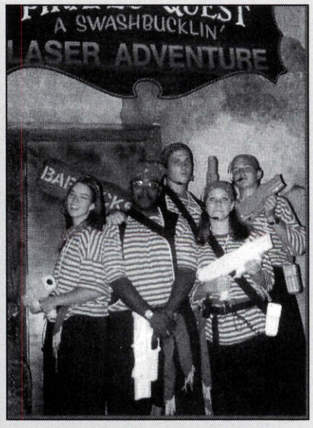
LaserTrek
Heads Up Technology
(972)407-1131

A range of laser tag systems from high-end, amusement-park scale units to more affordable products that are ideal for large arcade venues. The company also offers TrekWare, a software program using a wizard-like format and Windows-style icon to assist in creating new game experiences.



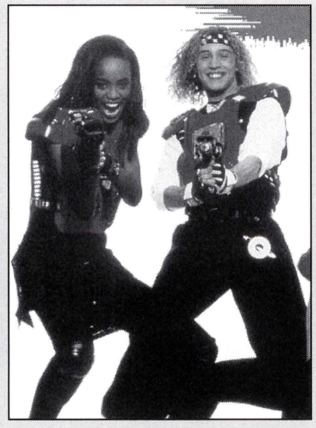
LaserTron
LaserTron
(716)836-0670

Features: rapid fire action, guaranteed trade-in value, no franchise or royalty fee, 100 percent shot recognition, multidirectional vibrating sensors, real-time radio data communication, and real-time individual scoring displayed on vests and monitors.



Power Play
LaserStar Technologies
(954)981-1208

The system uses a cordless laser tag gun and no vests or headsets. This eliminates sizing, hygiene, and maintenance hassles and allows more groups per hour thus more profit.



iQ system
Q-Zar
(214)740-0000

Features glow-in-the-dark equipment and a sophisticated smart arena that works both for and against players, transporting their experience to another level of interactive entertainment. Also available: Q Tag.

VeQtor
VeQtor Ltd.
(619)747-0840

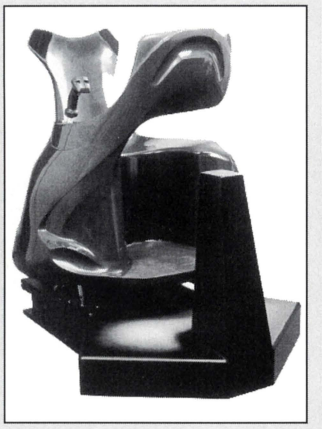
VeQtor has added Elite to its arsenal of laser tag systems. Elite has 48 built-in programmable games and digital display ready for optional two or three team mode. Upgradeable to VeQtor Max, a radio-based system, and compatible with VenturScape, VeQtor's soon to be released virtual arena.

Ultrazone
Zone Laser Games
(702)734-3617

Full line of laser tag equipment, including vest and laser guns that offer a wide range of playing experiences from action-packed fast-fire formats to birthday parties to complex games of strategy for experienced players and leagues.

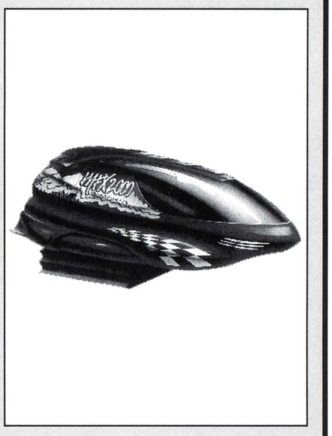
VIRTUAL REALITY, MOTION SIMULATORS

M-4 Personal Motion Theatre
Adventure Quest
(701)277-1332
This two-passenger motion simulator features 360 degrees of rotation, electric motion simulation, and laser disc audio. Also available: Stratus, a one-person simulator with many of the same features.



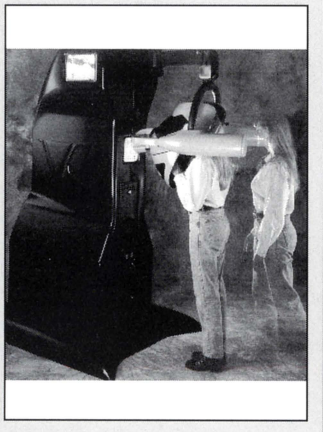
CyberMotion
Air Ride Intl.
44 (0)1293 519192
An individual interactive seat that incorporates the patented Flexator pneumatic technology with three degrees of freedom and up to 18 degrees of fast responsive movement controlled by the player's joystick. Video is shown on the flat screen monitor mounted to the body of the chair.

Cobra
CM300 Corp.
(905)707-3441
Cobra allows operators complete technical access to the Pentium-based PC and CM300 virtual technologies processor and can be converted easily from a sit-down to a stand-up or vice versa.

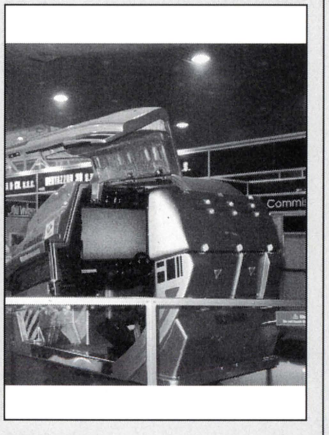


MFX 2000
Falconer Entertainment
(310)264-7875
The motion simulator seats four, utilizes electric motion simulation, and offers six degrees of freedom. Falconer has a library of over 20 films including several originals.

Experience System
Ferris Productions
(602)470-1177
Offers immersive audio, 3-D visuals, and even smell. The system lets players take in a number of virtual adventures and travel through several different landscapes literally taking in the sights, sounds, and smell. Also available: XLR8 sitdown VR machine.



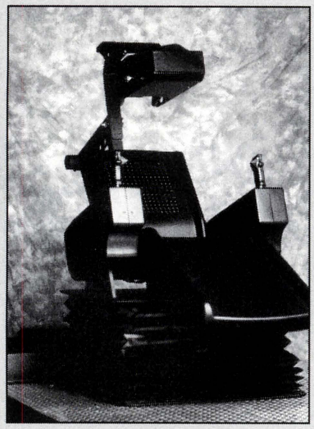
Kimera
Immersive Technologies
(972)699-9122
The company's patented and proprietary design allows full 360 degree, six degrees of freedom control. Direct coupling of controls delivers response equal to the best joystick games. No more sloppy aiming systems.



Road Rage
Konami
(847)215-5100
A two-seat interactive motion simulator in which one player drives and the other shoots oncoming enemies. It is based on a proprietary platform, features CG texture mapped graphics, utilizes pneumatic motion simulation, offers six degrees of freedom, and rotates 360 degrees in multiple revolutions.

Vision Racing
Mariah Vision Entertainment
(413)448-2456
An actual Pontiac Grand Prix body wired for realistic sound, feedback steering and pedals, and ready for networked play. It is mounted on a pneumatic motion base. Also available through Mondial Distributing: Full Impact Hockey simulating the game for a player in the role of goalie.

VIRTUAL REALITY, MOTION SIMULATORS

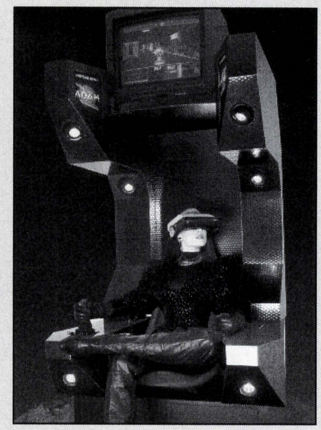


IKON
RPI Entertainment
(415)495-4460

Utilizing a boom-mounted sensory helmet, this single-seat arcade simulator synchronizes VR images, motion simulation, and stereo sound. The unit also supports Windows 95 games as well as VR experiences.

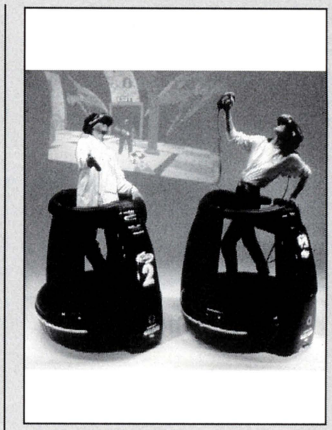
Venturer S2
Thomson Entertainment
44 (0)1293 563313

A three-axis motion base and futuristic capsule for two riders at a time, giving a potential hourly capacity of 24-30 riders. Rides are displayed inside the capsule on a 33" monitor fed from a laser disc player, which holds a preselection of five rides.



Adam I
Virtualistix
(702)259-8004

Adam I maximizes the virtual reality experience with total immersion into the sit-down unit, base woofer sound system, Pentium computers, and superb quality visual displays that use an ultra-lightweight HMD.

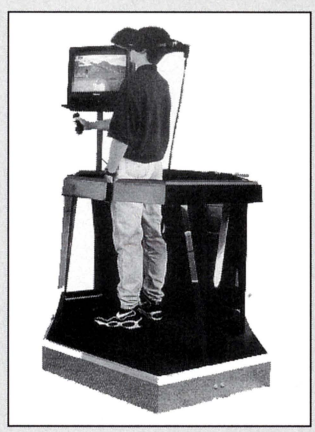


Series 2000
Virtuality
(214)556-1800

The series includes both sit-down and stand-up VR units which feature new operator-friendly functions such as tracking of game plays and audits. The newest game for the series is VR Pac-Man, bringing the classic arcade game to a new level.

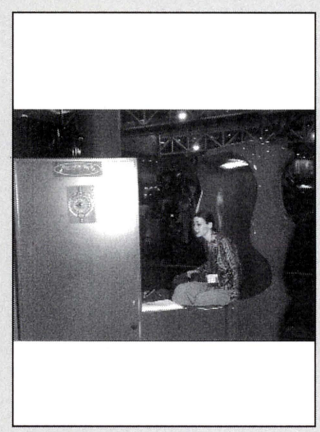
Cyberpack
Virtual Images
(614)799-1100

A one-player unit that puts players inside a jetpack and lets them interact in a 360-degree-rotational environment via a variety of HMDs. Its modular design and light weight simplifies the set-up and tear-down.



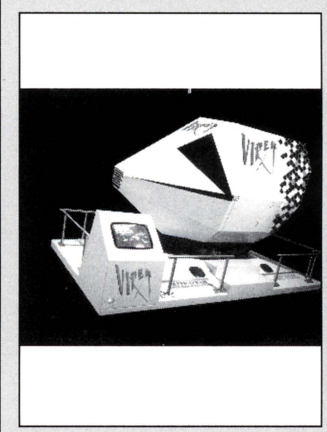
Avenger
Virtual Systems
(216)892-4874

A pod-style stand-up virtual reality game that can be used in conjunction with an Instruction Station that increases through-put by minimizing in-pod training.



Big Head Racer
Vivid Group
(416)340-9290

The game takes the players live, interactive video image and places it in a racing game. The games can be linked so players can see each other's images while competing. The company also offers an unencumbered Mandala VR unit.

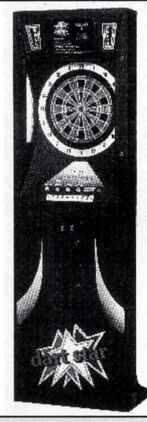


Viper XI
Worldwide Leisure
01423 873901 (UK)

A motion simulator that features 3-D sound, three degrees of freedom, interactive graphics and motion, networked game scenarios, external sound and monitor, full automation, and a compact footprint.

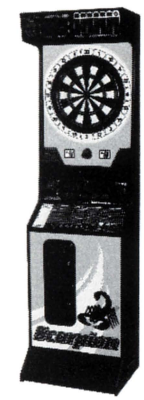
DART GAMES

Galaxy
Arachnid
(815)654-0212
The newest addition to this dart game is Tournament King software for running tournaments. It keeps track of Feats and prints charts and match cards. Games include Wild Card Cricket and Bermuda Triangle. Galaxy comes with a modem kit, Dartman II league master software, and operator and team cards.



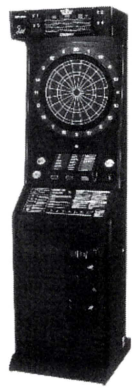
Dart Star Spectrum
Medalist Marketing Corp.
(206)939-2900
Overhead full-color monitor, high-density polyethylene cabinet, modular electronics, optional bill validator, modem and printer connections, large selection of games, on screen-animations and awards, game statistics, '01 and Cricket stats, bookkeeping functions, on-screen league play, and more.

Scorpion DX
Merit Industries
(215)639-4700
Using a 386 Elan processor, this machine features a user friendly LCD screen with customizable information, full fax/modem capabilities to transfer league data, and a built-in bar code reader. Multiple machines in a location can be linked to the modem.



Scorpion 9000
Merit Industries
(215)639-4700
Features the solo challenger option, player statistics, handicapping modes, special play features, flip top hinged cabinet, self test and diagnostics, adjustable game options and pricing, optional bill acceptor or electronic mech, and UL and CE approved.

Wild Bull Electronic Bristle Board
Paramount Technologies
(630)232-9223
The board uses a traditional bristle board; any plastic or steel darts misscored can be corrected by the player. Features include automatic scoring, automatic player change, 21 different games, play against the computer at eight different skill levels, easy-to-read scoring displays, and more



Cougar 8 Electronic Dart Game
Valley Recreation Products
(517)892-4536
Features include handicapping options—Time Handicap and Auto-Adjust—and three new games: Stopwatch, Rapid Fire, and Split-Score. Look for popular standards as well as the Wipe Out option, Cricket, and High Score; new graphics; fanless power supply, and NDA handicapping entry.

Cougar IQ Series
Valley Recreation Products
(517)892-4536
Now operators and locations can sign up advertisers on the game's interactive VGA color monitor. Also features debit cards specific to a location that can be used to promote games, sponsors, and play. Look for new speed games and handicapping options. Comes in three models.

Cougar Wall Mount Dart Game
Valley Recreation Products
(517)892-4536
For locations with limited space, the game offers many of the features available in free-standing units. They include the popular standards, Wipe Out option, Cricket, High Score, the selectable computer opponent ERNIE, and NDA S.P.R.E. and team play handicapping.

POOL TABLES

Bumpa Pool
American Intl. Shuffleboard
(201)488-2889

Includes one set of 10 high-grade balls (five red, five white); two high-quality 48" cue sticks; one chalk holder; one box of pool chalk; one rules sign; and extra tips, cement, and cue clamp. Dimensions 38.5" x 54" x 31". Three colors available: Hatteras oak, black, or walnut. New is a scoreboard for time play.

The Classic
American Intl. Shuffleboard
(201)488-2889

Features all deluxe accessories; genuine Formica throughout; professional K-66-type rails; highest grade billiard cloth; guaranteed automatic ball return; exclusive cue ball lock; tamper-proof cash box; and cheat-proof feather touch coin chute mechanism.

Coin-Op I
Connelly Billiard Mfg.
(520)881-5503

Features include Formica-covered hardwood rails with solid brass corners, solid brass feet, and 3/4' Italian slate. The table comes in black with red felt.

Coin-Op II
Connelly Billiard Mfg.
(520)881-5503

Features include Formica covered hardwood rails with solid brass corners, solid hardwood legs with solid brass feet, and 3/4' one piece solid Italian slate. The table comes in wood finish with blue felt.

Summit Ash
Dynamo
(817)284-0114

Used or approved for tournament and league play by: APA, VNEA, BCA, CPA, MPBA, and PBT. Features: precision-ground slate, K-55 cushions for maximum ball action, magnetic cue ball separator with no moving parts, special leg levelers, and modular coin box housing. Traditional wood finish with green cloth; custom colors available.

Top Brass
Dynamo
(817)284-0114

Comes with the same features as Summit Ash: reinforced legs, rubber pocket liners, solid Poplar rails, ball return system with straight ramps and no blind spots, player-activated light package, Norwood R-11 cues, and Belgian Aramith balls by Saluc. Black finish with gold trim and blue cloth. Also available: Black Light Pool Table.

POOL TABLES

The Windsor
Global Billiard Mfg.
(310)764-5000

Features include solid oak carved legs and leather pockets, solid oak rails, and custom stain colors. Also available: Buckingham in cherry finish, Old Timer in mahogany laminate finish; and Coin in black or mahogany. All have magnetic or oversize cue separator, K-66 cushions, slotted ball runs, and steel slate support system.

Eagle
Great American Recreation
(401)463-5587

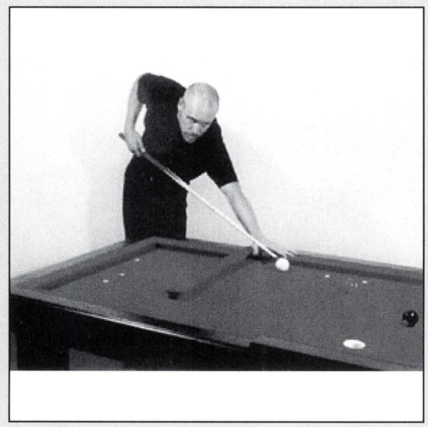
Look for cabinet-grade plywood construction with mahogany Formica, custom colors, one-piece Italian slate, dual steel slate supports, unitized composite ball return, ABS- injected legs, hinged and locked table cleanout, die-cast chrome corner castings with screw-in pocket liners, and location-adjustable pricing. Four sizes plus non-coin models.

Kiddie Pool
Great American Recreation
(401)463-5587

Designed for younger players, this table has a full coin-op system with adjustable pricing. Features: plywood construction with designer Formica, original Italian slate, dynamic primary colors to assist teaching the game, and the same quality features as all Great American pool tables. Dimensions: 78" long x 46" wide x 26" high.

Legacy
Great American Recreation
(401)463-5587

Features include cabinet-grade plywood construction with black Formica finish, durable electric blue felt, and die-cast chrome corner castings with screw-in pocket liners. Comes in four sizes and non-coin models such as the Carom 1800 non-coin custom European favorite with one-piece, 8' original Italian slate and dual steel supports.



Jetball Double-Decker
Jetball Double-Decker Pool Tables
(310)301-2888

The two-level design adds the psychological motivation of getting to the upper level and not getting stuck in the dungeon-like lower level. Multicushion design calls on competitors to use bank shots and cuts in entertaining and interesting ways that have never been possible.

Sam Billares Billiards
J-S Sales
(914)668-8051

Features include solid frame construction in phenolic plywood and aluminum, scratch- and mar-resistant rails, natural SK cushion rubber, one-piece diamond-hone slate, DLS ball release system, low consumption X-shaped ball return track system, steel door for independent access to cash drawer, CPU incorporating an LED for credit, and options.

Mustang Pool Table
Micro Mfg.
(615)793-5510
This 7' table features 3/4" one-piece slate, adjustable pricing up to $1, magnetic cue ball, and one-piece ball return system. It comes complete with four pool sticks, rack, and Belgian balls. The table boasts all of the bells and whistles of the bigger name brands, according to Micro, but at a lower cost.

Coin-Op Pool Tables
Playcraft Industries
(203)222-8301
Playcraft features a complete line of Garlando coin-op pool tables, including 6', 7', 8', and 9' models. Garlando aims for trouble-free, maintenance-free products of the highest quality. An exclusive pool table feature is a built-in hydraulic lift that permits replacement of the cloth, bed, and cushion.

Big Cat 9' Table
Valley Recreation Products
(517)892-4536
Features include a charcoal chromatics laminate, three-piece Italian slate, distinctive Brite-Dipped corners and down corners with Cougar head symbol, magnetic cue ball separator, unitized service draw for easy removal and replacement, double reinforced fiberglass legs, and a choice of heavy-duty billiard cloth.

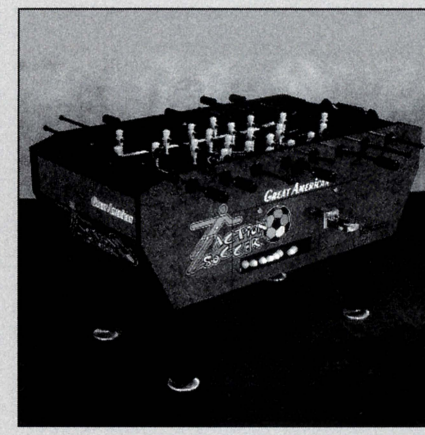
Black Cat Table
Valley Recreation Products
(517)892-4536
This model shares features found on the Big Cat, such as black chrome corners and one-person levelers. Look for the reliable magnetic cue ball separator, double reinforced fiberglass legs, replaceable coin chute housing, and side-to-side and end-to-end slate support system. It comes in the 93" length with embroidered rails in wine color cloth.

Cougar ZD-7 Table
Valley Recreation Products
(517)892-4536
Features include a Taj Teak-finish laminate, innovative one person leg levelers, embroidered rails, genuine Italian slate, one-piece ball return system, magnetic cue ball separator, double reinforced fiberglass legs, replaceable coin chute housing, side-to-side and end-to-end slate support system, and accessories. Four sizes: 85", 88", 93", and 101".

World Sport Foosball
R.H. Belam
(516)292-2670
This deluxe model features patented quiet play, tempered- glass top covering the playfield, telescopic rods with ball bearings, tamper-proof ball return, sturdy aluminum legs, and a playfield made of tempered glass.

Renee Pierre Foosball 2000
Brady Distributing
(704)357-6284
This table features hard-chromed outside rods, hard-varnished beech furniture finish on the cabinet, locking device by the latch, steel inside ball chute, light shock absorber springs, adjustable number of balls for each game, and removable gerflex base for easy cleaning.

Dynamo Soccer
Dynamo
(817)284-0114
This new table features a three-man goalie, pool table leg levelers, Dynamo's works in a drawer, perfectly round ball, tournament quality features, and a user-friendly price tag.

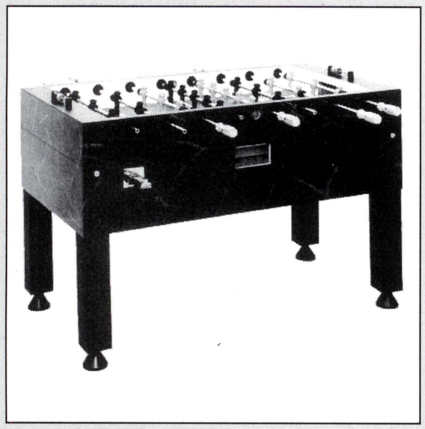


Action Soccer
Great American Recreation Equipment
(401)463-5587
Available with angled corner top for single goalie or flat corner top for three-goalie operation. Features: break-resistant figures, handle grips with solid chrome steel rods, anti-cheat jam-proof ball assembly, removable drawer system, five coin vertical removable coin assembly, and ABS-injected legs with individual leg levelers.

Premier Soccer
Imperial Intl.
(201)288-9199
The table uses no electricity and needs little maintenance. Features include fully suspended, easy-access drawer, as well as a housed and protected coin chute, cash box, and call drop assembly. Premier Soccer is built to last with scratch-resistant surfaces and solid-steel construction.

J.J. Soccer Table
James Industries
(847)358-8000
Features include double tempered glass, ball theft protector, ESD coin chute, interchangeable bushing steel coil springs, aluminum legs, and telescopic rods with ball bearings. A one-year warranty on parts is also being offered.

Coin-Op Foosball Table
Playcraft Industries
(203)222-8301
Features: telescopic rods for safety, unbreakable men molded to the rods, tempered-glass-covered playfield that eliminates noise and cheating and lost balls, permanently affixed ash trays, and aulic pistons that effortlessly raise the upper part of the table for ease of cleaning.



Tornado Soccer Table
Valley Recreation Products
(517)892-4536

Features include long-life bumpers, hand-crafted cabinets, extruded aluminum playfield support system, and double-bolted legs with easy levelers. A three-man goalie rod—with one goalie and two outside fielders—offers players a preferred level playing surface. The tables are available in both coin-op and time-play models.

Powaire Hockey
Coastal Amusement
(908)905-6662

Features include durable, all-plywood cabinet; Formica top with wearguard finish; electronic scoring tower with table light, ABS-injected legs, and easy access to both electronics and goal area. The table comes in adult and kid-sized versions; respective dimensions are 26" high x 36" wide x 67" long and 31" high x 51" wide x 99" long.

Hot Flash
Dynamo
(817)284-0114

Regular and four-player models of this table are available and come with standard Dynamo features such as an exciting color package; heavy-duty long-wearing laminate top; premium blower and rail construction; player-approved goal size; optic sensor scoring with digital readout; push coin chutes; and easy removal of goal for service.

Top Brass Hockey
Dynamo
(817)284-0114

Look for the same color combinations as the Top Brass pool table; heavy-duty, long-wearing laminate top; player- approved goal size and table design; center line for tournament play; deluxe mallets and pucks; all-plywood cabinet; optic sensor scoring with digital readout; and high-impact polystyrene leg system. Also available: Comet Hockey.

Power Hockey
Great American Recreation Equipment
(401)463-5587

Features include overhead electronic score and light display, 3/4" plywood cabinet construction, Formica playfield with wearguard finish, oversized rails, internal puck drop system with hinged panel for easy service, bottom hinged storage for ABS-injected legs, and industrial rated blower. Location price adjustable and comes in non-coin version.

Jr. Power Hockey
Great American Recreation Equipment
(401)463-5587

This model shares the same standard features as the larger Power Hockey, including the easy-to-clean Formica playfield with wearguard finish, 3/4" plywood cabinet, and overhead electronic scoring bridge with large digital numbers and playfield light. A centerline, goalie box, and dramatic graphics enhance the Formica finish.

AIR HOCKEY, SHUFFLEBOARD

Neon Aire
Imagination Leisure
(516)842-4242
Neon makes the Rainbow even more exciting, along with new features including multicolor neon lighting with score display over the tabletop and lighted goals for players to shoot at.

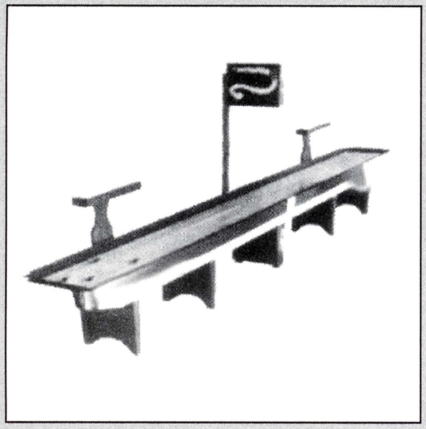
Rainbow Aire
Imagination Leisure
(516)842-4242
This air hockey has a big digit side scorer, designer rainbow colors, and a stainless-steel top along with all the other standard features of Imagination Leisure air hockey games.

SST
Imagination Leisure
(516)842-4242
Among the features: stainless-steel top, drop coin chute, electronic digital scoring, automatic puck return/puck lock-in at game's end, adjustable time and score, locked access doors to all parts including goal areas, locked cash box, 100 percent mica cabinet, reinforced goals and frame, and optional top scorer digital readout overhead score unit.

Typhoon
Merit Industries
(215)639-4700
Overhead scoring with an integrated black light show case this air hockey game. Features: inward position table legs, protective mallets, adjustable legs, and custom programming ability. Also available in tournament configurations, Cyclone and Hurricane.

Coin-Op Air Hockey
Playcraft Industries
(203)222-8301
The speedy "zoom-coin," 4' x 8' table table has the thickest high-pressure black laminate bed, great air power, a fully programmable PC board, wide rails on top, and two coin mechs to keep the tables working and maintenance-free. A double display flashes when the machine is in stand-by mode to draw attention.

12' Cushion
American Intl. Shuffleboard
(201)488-2889
This coin-op classic comes with attractive features such as pingate control for several different point values, rail-type electric scoreboard, and a full set of accessories.



The Royal
American Intl. Shuffleboard
(201)488-2889

Features include overhead scoreboard, lights, and pingate. The game is available in 16', 18', 20', and 22' lengths. Other features: climatic adjusters, Dura-Lak finish, electric scoreboards, sparkler weights, tournament kits, a scoreboard lit by pedestal fluorescent lamps, and complete accessories and instruction.

Bullet
Champion Shuffleboard
(817)284-3499

Features on this 15' game include Armor top finish, anti-cheat pingate option, scoring sound effects, a four-point scoring section, operator-adjustable settings, and game over timer.

The Championship Line
Champion Shuffleboard
(817)284-3499

Sizes range from 12' to 22' with an anti-cheat pingate option, customer logo on the playfield, optional special stain finish, game over timer, and scoring sound effects. The pingate is cam-driven with a battery backup, pricing and play are operator-adjustable, and handicap scoring is available.

Grand Master Shuffleboard
Playfair Shuffleboard
(219)747-7288

Standard features: 3" solid Maple playing surface; wax, weights, comb, and T-square included; round cabinet corners; silk-screened graphics; 12 coats of mirror-like polyurethane finish; three coats of sealer on the underside; climatrols for adjustment; manual scoreboard; and tournament and maintenance kits. Comes in 16', 18', 20', and 22' versions.

Grand Master Shuffleboard II
Playfair Shuffleboard
(219)747-7288

Standard features: 3" solid Maple playing surface; silk-screened graphics; microprocessor-controlled scoring unit; over/under cash box doors; round cabinet corners; recessed 4' fluorescent lamps; wax, weights, comb, and T-square included; play barrier available; and tournament and maintenance kits. Comes in 16', 18', 20', and 22' versions.

Shuffleboard
Playfair Shuffleboard
(219)747-7288

Features include 1-3/4" solid Maple playing surface with silk-screened graphics, weights and wax included, with two sizes to choose from: 10-1/2' and 13-1/2'.

COIN PUSHERS

Big Wheel
Coastal Amusements
(908)905-6662

Available in one or two-player models, this game features a skill-stop button, playfield channels, anti-cheat package, fully metered sound system, ticket dispenser, and rotating Ferris wheel target. Also available: Jungle Jive in one-, two-, three- or four-player models.

Games Coins Play
Coastal Amusements
(908)905-6662

Cartoon graphics highlight this pusher with super-size header, fully metered sound system, playfield channels, ticket dispenser, and advanced state-of-the-art electronics. Available in several sizes.

Circus
Coin Concepts
(908)390-9009

Combine the glitz of Las Vegas casinos with a circus theme and you can see the attraction to this six-player pusher that features big-top circus sounds, bright running track lights, and rotating circus scenes. It gives ticket or token awards. Dimensions: 72" wide x 84" high.

Gold Rush
Coin Concepts
(908)390-9009

A six-player pusher that is a great centerpiece with a backlit, rotating header sign and adjustable playfields with optional channeling. It can award either tickets, tokens, or both, and has an optional bonus system for extra earnings. Dimensions: 63" wide x 96" high.

Disco Fever
ICE
(716)759-0370

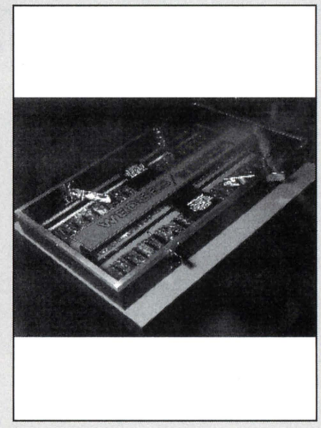
Up to six players can enjoy the action in this pusher with one of the best coin-splash features, new cabinet design, coin or ticket payout, and optional random jackpot payout. ICE handles the full line of Cromptons coin pushers and redemption equipment.

Flippa Winna
ICE
(716)759-0370

Choose one-, two-, or three-player models of the game that features vibrant CD sound, adjustable ticket payout, coin metering, a unique coin-flip mechanism, and cash in/cash out or token in/token out. Also available: Spinna Winna and Gold Coast.

Silver Falls
McGregor Enterprises
(919)933-8066

Computer-generated 3-D graphics and a waterfall backdrop attract players to this pusher with tempered glass front panel for high visibility. Dimensions: 23.5" wide x 32" deep x 60" high.



Wedges/Ledges
Wedges/Ledges
(213)374-9982

A game of skill that returns one ticket for every coin pushed over the ledge. Features include quarter or token play and ticket dispenser. Dimensions: 40" wide x 49.5" long x 37" high.

SPORTING **EDGE**

BULLSHOOTER stops in Grand Island, N.Y.

Multiple winner Linda Spratley with Brad Boe, Arachnid tournament director.

Pro singles winner Chris Leslie with Brad Boe.

The BullShooter Tour stopped in Grand Island, N.Y., earlier this year at the Holiday Inn for a regional qualifyer sponsored by Arachnid and cosponsored by Mondial Distributing.

Players came to compete in 10 main events, and all first, second, and third place winners won qualifying certificates to the BullShooters World Challenge of Champions over Memorial Day weekend in Chicago.

Here's a look at the final results:

Women's Doubles: 1st—Anne Fisher of Ontario, Canada, and Darlene Johnson of N. Tonawanda; 2nd—Linda Spratley of Newark and Shelley Brock of N. Tonawanda; 3rd—Judy Jakubowski of Buffalo and Debbie Vandenburg of W. Seneca.

Men's Doubles: 1st—Chris Leslie and Boyd Kelly, both of Ontario, Canada; 2nd—Ron Zorn of Lackawanna and Charles Pristach of Blasdell; 3rd—Jeff Au and Steve Pryzbyla, both of Cheektowaga.

Pro Doubles: 1st—John Moorehead of Utica and Jim Lawlor of Watertown; 2nd—Dave Brock of N. Tonawanda and Wayne Spratley of Newark; 3rd—Douglas Dickerson of Watertown and Steve Pfleuger of Utica.

Women's Singles: 1st—Anne Fisher of Ontario, Canada; 2nd—Linda Spratley of Newark; 3rd—Janice Galloway of Buffalo.

Mixed Triples: 1st—Dave Brock of N. Tonawanda and Wayne and Linda Spratley, both of Newark; 2nd—Dion Laviolette of Ontario, Canada; Michael Maracle of West Valley; and Darlene Johnson of N. Tonawanda; 3rd—Lorne Pysher, Bob Jacobs, and Anne Fisher, all of Ontario, Canada.

Cricket Doubles: 1st—Rory Mitchell of N. Syracuse and Allan Peck of Weedsport; 2nd—Paul Michaels and Mark Stephanie, both of Rochester; 3rd—Doug Murray of Whitesboror and Mike Welsh of Mallory.

Men's Singles: 1st—Paul Sprague of Mattydale; 2nd—Gary Meskey of Dunmore, Pa.; 3rd—Dion Laviolette of Ontario, Canada.

Pro Cricket: 1st—Chris Leslie of Ontario, Canada; 2nd—Jim Lawlor of Watertown; 3rd—John Moorehead of Utica.

Pro Singles: 1st—Chris Leslie of Ontario, Canada; 2nd—John Moorehead of Utica; 3rd—Jim Lawlor of Watertown.

Mixed Cricket: 1st—Anne Fisher and Bobby Jacobs, both of Ontario, Canada; 2nd—Darlene Johnson of N. Tonawanda and Dion Laviolette of Ontario, Canada; 3rd—Cathy Damico of Rochester and Nick Maguire of Webster. ▲

SPORTING **EDGE**

INCREDIBLE TECHNOLOGIES

on a roll with online tournaments

Incredible Technologies of Rolling Meadows, Ill., has completed the first national online competition featuring its *World Class Bowling* Game. The company also held a national *Golden Tee Golf* playoff earlier this spring at the Amusement Showcase Intl.

The company, which was named manufacturer of the year by AAMA, awarded prize money to five national *World Class Bowling* winners. They were: Mark Garrett of Peoria, Ill., ($1,000); Bob Laschober of Westmont, Ill., ($400); Andy Zatos of Lombard, Ill., ($300); John Cap Jr. of Omaha, Neb., ($200); and Jon Bristow of Champaign, Ill., ($100).

Competing at the live playoffs at ASI were the 12 top winners in an online *Golden Tee* event held earlier this year. The three machines used contained a special tournament course, and Jim Zielinski of IT called play-by-play as the contestants dazzled the crowds with their skills.

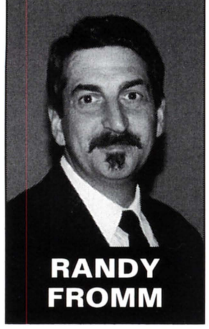
After round one, the players with the six best scores advanced to the second round and a different tournament course. The third round saw a battle between the final threesome and a third championship course. Here's a look at the final results:

1.	Ted Delis of Bridgeview, Ill	($10,000)
2.	Steven Sobe of Mt. Airy, N.C	($5,000)
3.	Jason Coby of Houston, Texas	($4,000)
4.	Chip Kitzmiller of Anaheim, Calif.	($2,000)
5.	Jim Snyder of Cincinnati, Ohio	($1,800)
6.	Marvin Marksman of Houston, Texas	($1,700)
7.	Michael Kitzmiller of Salem, Ore.	($1,600)
8.	Ryan Bourgeois of Houston, Texas	($1,500)
9.	K. Ray Valiton of Seattle, Wash.	($1,400)
10.	Todd Singleton of Houston, Texas	($1,300)
11.	Deat Utt of Mt. Airy, N.C.	($1,200)
12.	Jerry Tucker Jr. of Huntsville, Ala.	($1,000)

Left: The competitors at the live *Golden Tee Golf* playoffs at the ASI.

Right: The *Golden Tee Golf* champions, (l-r): Jason Coby, Ted Delis, and Steve Sobe.

TECHNICAL TOPICS



RANDY FROMM

CURING THE SYMPTOM:

taming those pesky heater-to-cathode SHORTS

A Play Meter Monthly Exclusive

This past March, the coin-op industry held its big yearly event, the Amusement Showcase International. I was privileged to participate. Each year, I put together a seminar program that's geared for us technicians. For the past three years, Randy Fromm's TechFest has had a major role in providing technicians access to the industry's top technical experts right there on the show floor.

I just wanted to take this moment to express my gratitude to the show's management team, W.T. Glasgow and Associates (especially my dear friend Judy Novak, who always makes the TechFest look SOOOO good) and to AAMA which supports my work in helping educate our amusement game technicians, the backbone of the industry.

I also want to thank those of you who stopped by the TechFest welcome booth to say hello. I especially thank those who dropped by with gifts of appreciation. It was pretty neat to get such thoughtful and useful items like baseball caps emblazoned with company logos, shirts, nifty little pocket tools, and even a shot glass from Ocean City, Md., (thanks, Gino). Now THERE'S a useful gift!

But the most useful gift of all is the gift of knowledge, and I received that in abundance. Many of you stopped by to give me some very useful troubleshooting and repair tips; one of which appears in this month's Technical Topics. Rest assured, the others will eventually make their way to print via Play Meter Magazine as well.

The best tip of all came from Roger Witt. It's such a cool little trick. It has to do with getting around a common and usually fatal CRT failure, the heater-to-cathode short.

The electron gun

Each of the three electron guns in the electron gun assembly uses a heated cathode as a source of electrons. The heater is the element that you see glowing when you look at the neck of a picture tube. The heater must fit closely inside the metal cathode, but it must not touch it.

If the heater shorts to the cathode, the gun will be stuck "ON" and the screen will appear a super bright color (red, green, or blue depending on which of the three guns is affected) with vertical retrace lines visible throughout the screen. Vertical retrace lines appear as diagonal lines that run from lower left to upper right across the screen.

"The best tip of all came from Roger Witt. It's such a cool little trick."

If you believe you might have a heater-to-cathode short, try unsoldering and removing the associated video output transistor from the neck board of the monitor. Fire up the monitor with the transistor removed. If you still have a brightly colored screen with vertical retrace lines, there's a good chance the CRT has a heater-to-cathode short.

You should be able to verify this with an ohmeter. With the neck board removed from the CRT, you should have an infinite resistance between heater and cathode of the picture tube. Although there are many different types of CRTs, you will often find the red cathode at pin 8, the green cathode at pin 6, and the blue cathode at pin 11. Pins 9 and 10 are for the heater.

Fixing the symptom, not the cause

In the past, I concentrated on repairing the CRT itself; blowing away the short with a burst of current from a capacitive discharge. The real point is that we need to remove the unwanted ground connection to the cathode. We don't necessarily have to remove the heater-to-cathode connection, as long as neither the heater nor the cathode is grounded.

With that in mind, let's look at three different ways to get around the fact that we have a shorted CRT, without having to replace the CRT itself. Two of these methods use a transformer to isolate the heater connection from ground, the other requires only a slight modification of the high voltage unit and heater connections. Let's look at that method first.

Remember that the problem lies in

the fact that one side of the flyback transformer winding is connected to ground and, naturally, one side of the CRT heater is as well. However, this is only done for the sake of convenience of wiring. It saves one wire (the return path) between the main printed circuit board and the neck board. It is not necessary (electronically speaking) to have one side of the CRT heater grounded. If we can break this ground connection, the heater will no longer be grounded and the defective electron gun will no longer be activated due to the short.

Start by locating the two heater pins on the neck board. These are often pins 9 and 10. Likewise, the two pins are often labeled "H" for heater. One of the pins will be grounded. This should be pretty obvious just by looking at the neck board. One of the two heater pins will be connected to a large expanse of PCB conductor (the trace). If you cannot determine which pin is grounded by observation or by referring to the schematic diagram, you can use an ohmeter or continuity tester to determine the grounded heater pin. Just put one meter lead on the metal frame of the monitor and touch the other meter lead to each of the two heater pins on the neck board in turn. One pin will indicate continuity, the other will not.

NOTE: You must remove the neck board from the CRT in order to make this test. The CRT heater has a very low resistance (maybe an ohm or two when cold) and, as such, the ground connection will seem to appear on BOTH pins if the neck board is installed on the CRT itself.

Once you've located the heater ground, your next step is to isolate the pin from ground. Typically, this means using a razor knife or MotoTool (a handheld, high speed grinder) to cut away the copper foil of the printed circuit board that connects ground to the heater pin. For goodness sake, be careful here. Try not to butcher the printed circuit board and, above all else, don't stab yourself with the razor knife as you're slicing through the foil. You don't have to cut much, just create a thin gap to break the ground connection.

Next, you'll have to do the same thing at the high-voltage unit (A.K.A. flyback transformer) where you'll find the other ground connection. This may be a bit trickier as the ground connection here is often a fairly massive island of copper foil. Again, use a razor knife or grinder to isolate the ground connection from the CRT heater winding of the flyback transformer.

NOTE: Some monitors use a high-voltage unit with a common ground pin for both the high voltage winding and the heater winding. Wells-Gardner's popular K7000 series monitor is like this. Unfortunately, this modification WILL NOT WORK on any monitor with a common ground for the CRT heater winding and ANY OTH-

ER WINDING. If this is your situation, you'll have to use one of the other "transformer-based" solutions described below.

With the ground connections isolated at both the flyback transformer and the heater connections on the neck board, all that's left to do is add a single wire between the two isolated points, completing the CRT heater circuit. You now have a complete circuit that powers the CRT heater WITHOUT a connection to ground. Since the heater is no longer grounded, the heater-to-cathode short no longer has any effect on the electron gun and you're back to business as usual. (Not to mention the fact that you've just saved the boss a bunch of money by not having to purchase a new CRT or entire replacement monitor!)

Isolation by transformer

If you're working on a monitor with a heater-to-cathode short in the CRT but the high voltage unit has a common ground between the secondary windings, you cannot isolate the CRT ground by simply cutting the ground traces. To do so would also break the return path for high voltage winding as well. The result could be disastrous as the high voltage would probably try to find some other path(s) to ground, probably passing through some components that might not find some 20,000-or-so volts too dang tolerable! (Naturally, this is pure speculation on my part as I would NEVER do this, even as an experiment!)

In this case, we need to find another way to isolate the CRT heater from ground. When you talk about isolation, one component comes to mind: the transformer. We're all familiar with the isolation transformer used to provide the AC power to the monitor. In this case, the isolation transformer is used to break the neutral/ground connection of the AC power, allowing us to touch the normally "hot" chassis of the monitor without getting shocked. The isolation transformer also allows us to ground the monitor chassis to the "earth ground" without blowing up the monitor's power supply.

But we cannot use an ordinary isolation transformer here. The CRT heater is driven by a winding on the flyback transformer in the high voltage unit. The flyback operates at 15,750 hz on a standard resolution monitor. A normal isolation transformer is designed to operate at 60 hz. Its heavy, iron core prohibits its use at higher frequencies.

However, a special CRT heater isolation transformer is available at most good electronics shops or through mail order from the major electronics parts houses. It's generally referred to as a CRT heater isolation transformer or something to that effect. The unit has a male and female socket at either end and plugs right in between the CRT and the CRT socket. A CRT booster or CRT brightener will also isolate the CRT heater.

"But the most useful gift of all is the gift of knowledge, and I received that in abundance."

Finally, there is another, VERY SIMPLE way to isolate the CRT heaters using a small 6.3 volt transformer from Radio Shack.

1. Disconnect the wire that leads from the main board to the heater connection on the neck board.

2. Isolate the grounded CRT heater connection on the neck board as described above.

3. Connect the primary winding to the AC input of the monitor (after the fuse, just in case)!

4. Connect the secondary winding of the transformer to the CRT heater pins on the neck board.

The CRT heater will now be powered by the 6.3 volt output of the transformer instead of the winding on the flyback transformer. Since the output winding of the transformer is by its very nature isolated, the heater is no longer grounded and the heater-to-cathode short doesn't make any difference. This cures the symptom (the bright screen) without actually curing the problem, the heater-to-cathode short!

That's all for this month. See you at the Arcade School in Las Vegas, Nev., June 2-6. For details, call me at (619)593-6131. ▲

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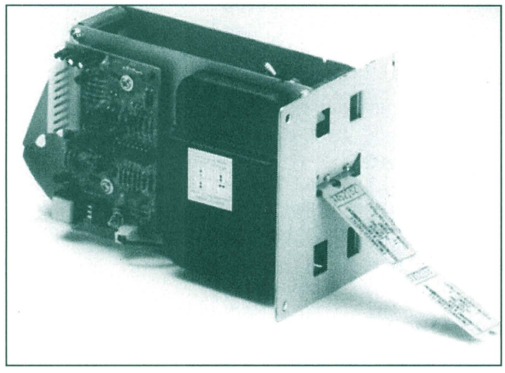

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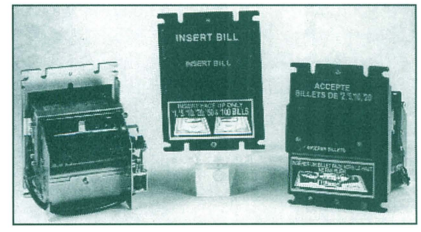

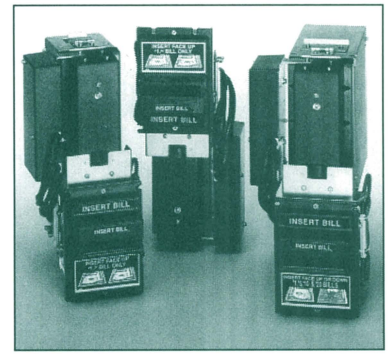

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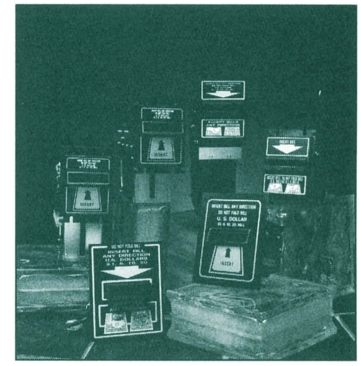

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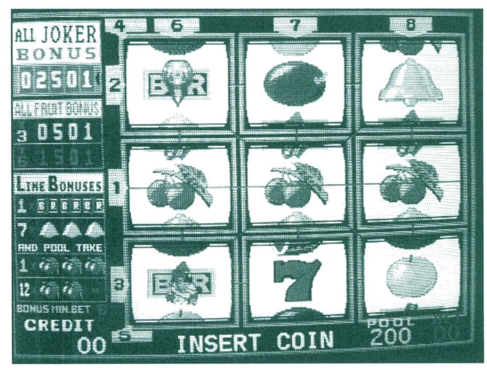

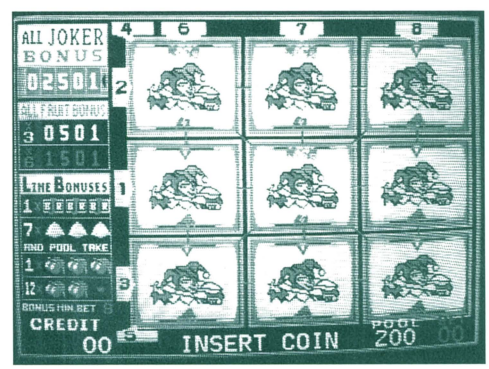

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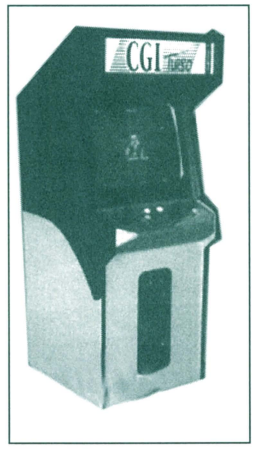

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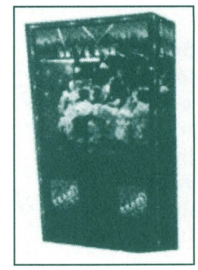

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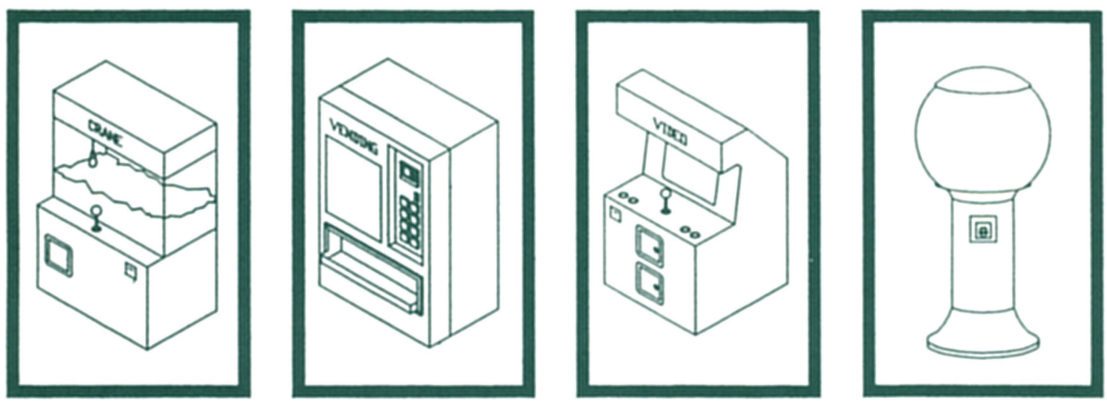

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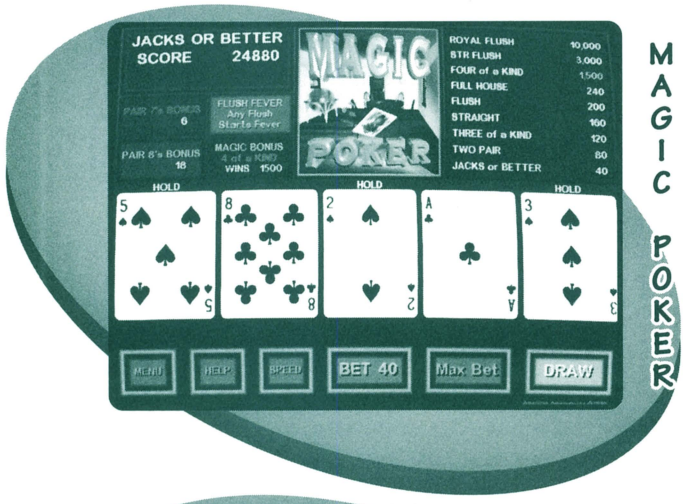

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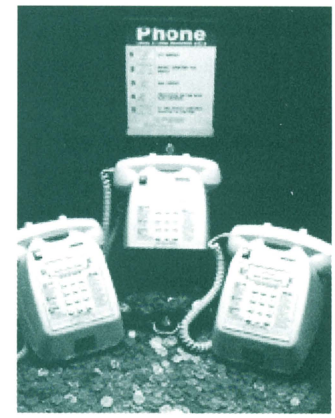

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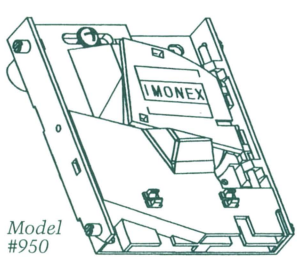

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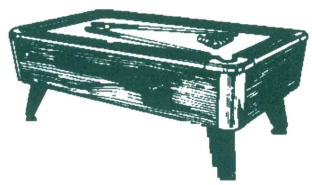

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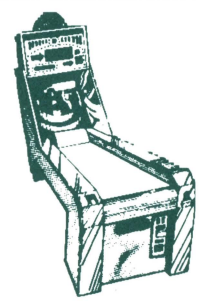

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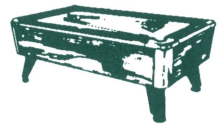

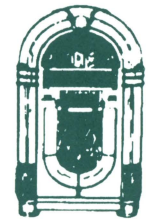

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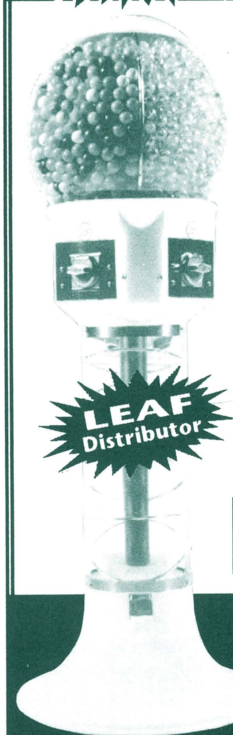

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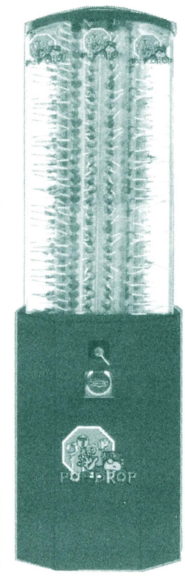

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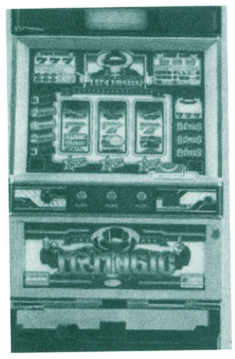

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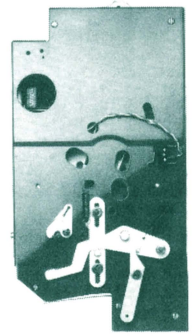

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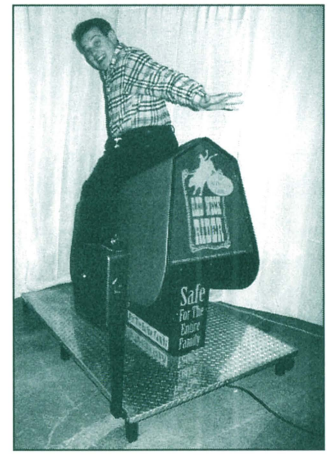

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IF IT'S FUN LIKE A BULL

BUT IT'S NOT A BULL!
THEN, WHAT IS IT?
IT'S A RED NECK RIDER

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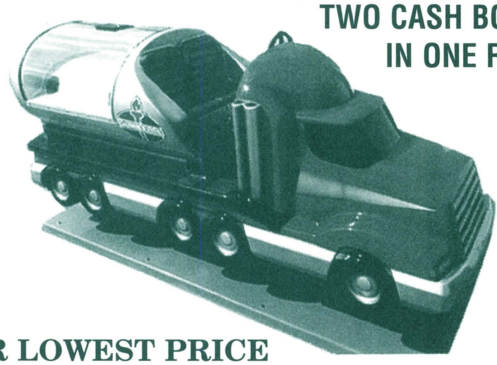

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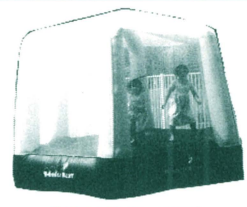

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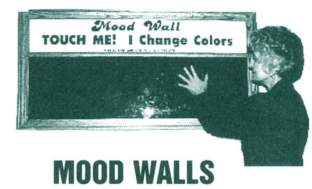

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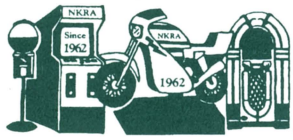

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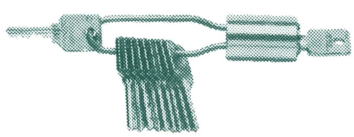

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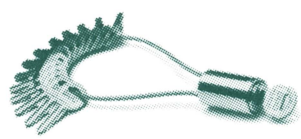

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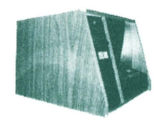

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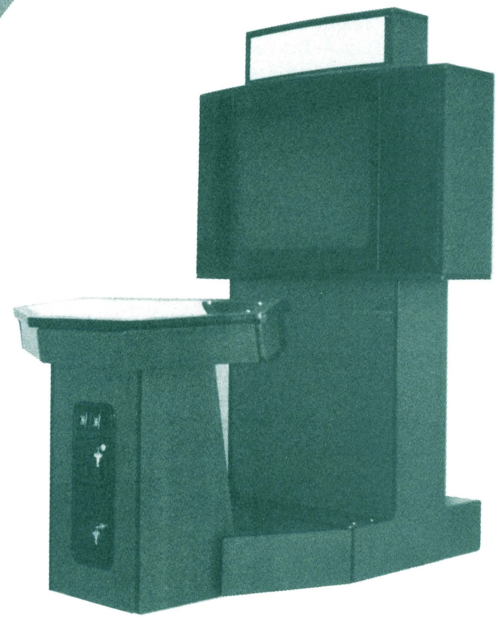

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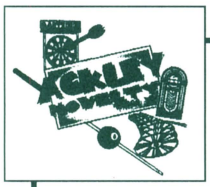

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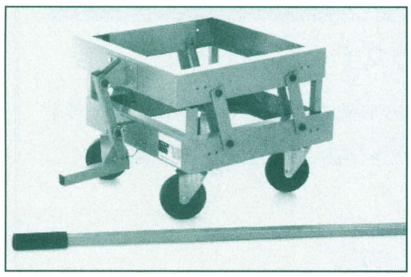

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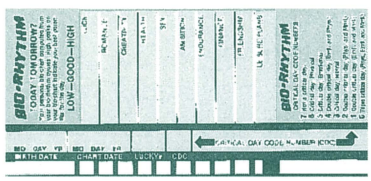

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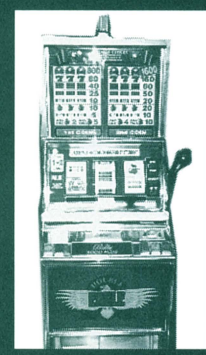

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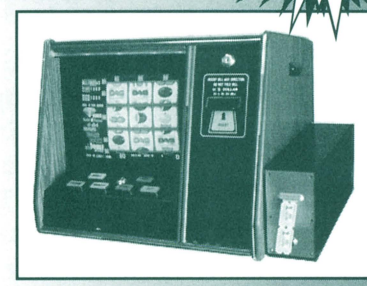

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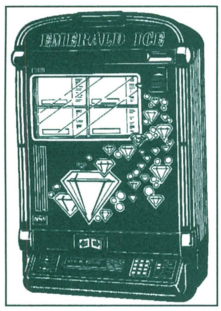

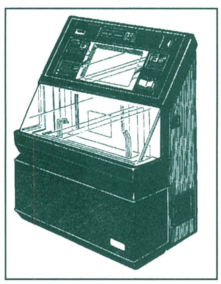

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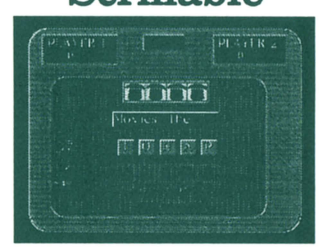

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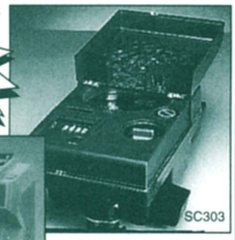

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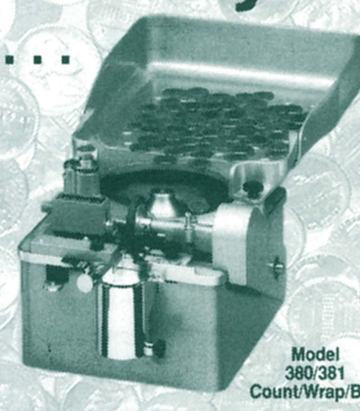

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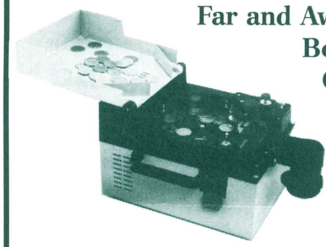

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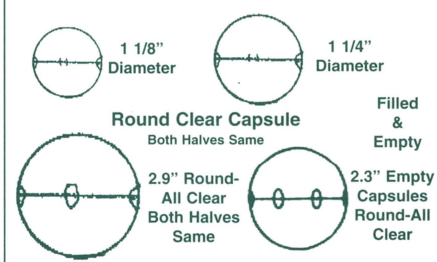

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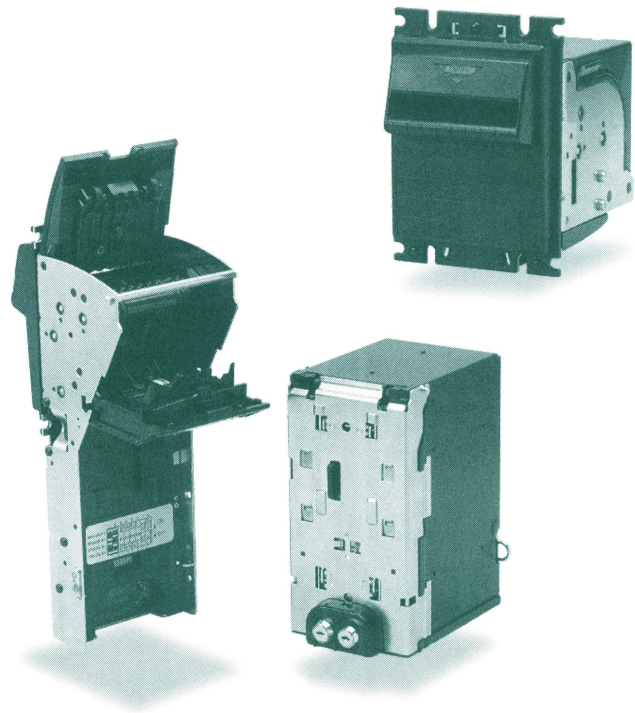

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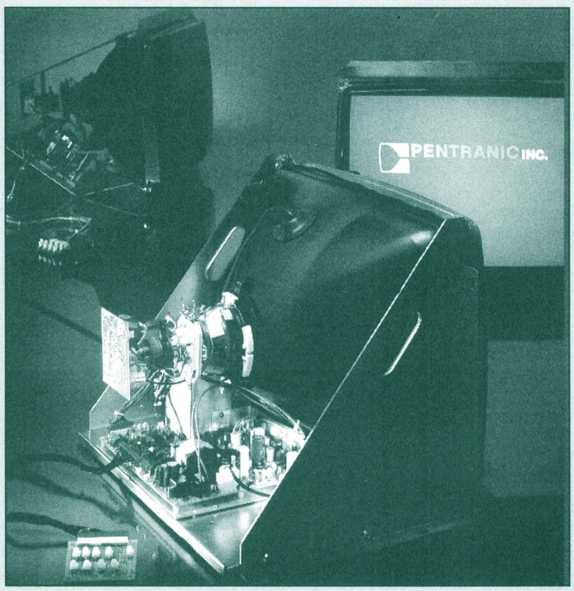

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American Amusement Machine Assn. Annual Meeting and Legislative Conference, L'Enfant Plaza Hotel, Washington, D.C., Contact AAMA, (847)290-9088; fax (847)290-9121.

MAY 23-26
BullShooter Dart Championship Finals, Hyatt Regency O'Hare, Chicago, Ill. Contact Arachnid, (800)435-8319; fax (815)654-0212.

MAY 23-31
17th VNEA Intl. Championships, Riviera Hotel & Casino, Las Vegas, Nev. Contact VNEA, (800)544-1346 or (517)893-1800; fax (517)893-0103.

JUNE 12-14
Wisconsin Amusement and Music Operators Assn. Convention and Trade Show, Holiday Inn SunSpree, Oconomowoc, Wis. Contact Maxine O'Brien, (609)836-6090; fax (609)836-3890.

JULY 11-13
7th VNEA Intl. Junior Championships, Sioux City Convention Center, Sioux City, Iowa. Contact VNEA, (800)544-1346 or (517)893-1800; fax (517)893-0103.

AUGUST 21-22
Ohio Coin Machine Assn. 23rd Anniversary Expo, Ramada University Inn & Conference Center, Columbus, Ohio. Contact David Corey or Judy Martin, (614)888-9772; fax (614)888-9767. ▲

For international events, see "International Scene," page 45.

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